

# **CHIROPRACTIC ADVERTISING**

**VEDDER**



CHIROPRACTIC  
ADVERTISING

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VEDDER

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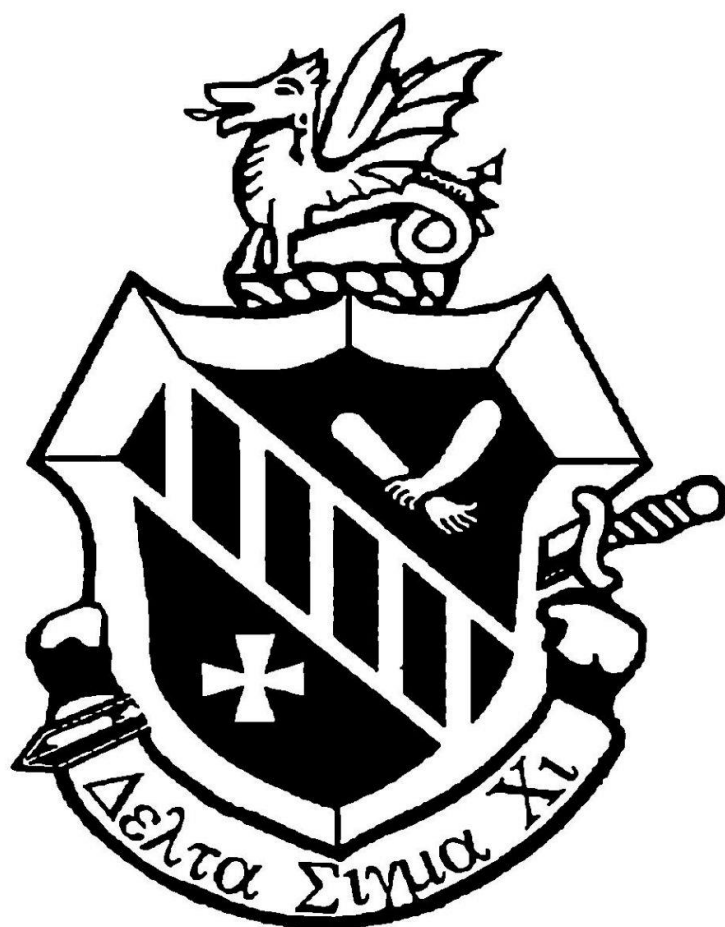








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*Harry E. Vedder, D.C. Th. C.*



# CHIROPRACTIC ADVERTISING

BY  
HARRY E. VEDDER, D. C., Ph. C.



FIRST EDITION

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DAVENPORT, IOWA, U. S. A.



## DEDICATION

The study of advertising is at once the study of human emotions, primal motives, and life itself. Such knowledge can be best gained through experience. It has been my privilege to be very close to the Chiropractic Profession. From that association I have learned many lessons. Much of the knowledge I have gained has been given me by chiropractors. My work has been to correlate and systematize the result of their experience and set it down in this form for the benefit of the entire profession.

It is then only fitting that I dedicate this work to the thousands of men and women chiropractors who need it most and whose performance has made this the outstanding health science of all time.

HARRY E. VEDDER, D.C., Ph.C.







## PREFACE

In entering upon the discussion of advertising, I am quite aware that this is a subject upon which many volumes have been written. These books have been compiled by the very best brains in the advertising profession. They are agreed in the main on the fundamental principles of advertising, but this particular book is written for the special benefit of the Chiropractic profession.

These pages are written after a most careful investigation of methods of advertising now employed by chiropractors together with a recapitulation as to the results obtained by them. Very carefully prepared questionnaires were sent out to a considerable number of successful chiropractors located in the large commercial centers and all sections of the country were included; thus to avoid the possibility of gaining information which might be applicable to one location while it was not applicable to another, or gaining such information as to be of value only to large city practitioners and vice versa. The author was very careful in selecting the names of those to whom this questionnaire was sent. He selected men and women who have been in practice from one to twelve years and included only those who have been eminently successful in this profession. The whole intent has been to correlate the information and experience, which has been dearly bought in many cases, and to produce a concise and truthful report. This, then, may act as a guide to other practitioners and to those new in the profession, and save them the useless expenditure of many thousands of dollars each year.

Advertising and its psychology is a profession in itself and it will not be my intent to educate the chiropractor in that profession. I shall not go extensively into the psychology of advertising because that merely states the reason why





certain principles are followed and the chiropractor can make no practical use of that knowledge. I shall simply state the facts, any one of which can be readily substantiated and for all of which a sound reason exists. I know, however, that the chiropractors have neither the time nor the inclination to go into all of the bypaths covered by the psychology of advertising. The thing this profession is interested in is "what to do" and I am relying on the confidence which the field has in the author and his experience in advertising to convince them of the soundness of the methods laid down.

It is, of course, within the purview of every chiropractor to study the recognized authorities on advertising, but all of these deal, in the main, with commercial commodities. The stories are written around these commercial commodities, examples are drawn from them, and the lessons are driven home with them. It would be very difficult for the chiropractor to gain the information from such a discourse as well as if it were written around his own profession. The principles are the same whether one be advertising automobiles, or tooth-brushes, or service; yet the method of presenting the subject matter based upon those principles must be entirely different.

This book deals with the Chiropractic profession and its advertising problem. There is no question but that the chiropractors are the most progressive profession, not only in a scientific way, but in the matter of advertising. We are the first health profession to enter into the spirit of advertising on an extensive scale. Undoubtedly the Chiropractic profession and its activity along this line will eventually force other professions to follow its lead.

The chiropractor is justified in employing the various advertising media to present his service to the public. That is the only way he could have, in the past, obtained recognition of his science. Had he been content to follow the old beaten paths employed by other professions, he could not have educated and held public attention in the same degree as he has



been able to do through advertising. I would venture the opinion, however, that a large percentage of the money spent by chiropractors in their various forms of advertising has been very largely wasted, either for the reason that the wrong media were employed, or because the copy was improperly built. Building advertising copy is an art which very few people attain and yet it is not a difficult matter to understand. It is one thing, however, to understand the principles and quite another thing to create material which will best embody those principles. A most liberal education, and perhaps the most practical education of all, can be obtained by reading and studying the advertisements that appear in the leading periodicals of the day. In the *Saturday Evening Post*, *Cosmopolitan*, *Red Book*, and many other standard magazines, the advertisements are written by the very best advertising men in the country and if one but searches, he will find the same underlying principles embodied in all of these advertisements. There are various methods of advertising, but whether it be newspaper advertising, direct by mail advertising, or some other form, the same principles should be utilized in all. It will, therefore, be my intention to construct this outline in such a way as to embody the fundamental principles of all advertising, showing how they are applicable in various methods, and then giving the reader the benefit of definite examples





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## CHAPTER I

### SELECTING A LOCATION

When the Chiropractic student nears the completion of his professional training, he is most vitally interested in finding a location where the natural conditions will be most favorable to him in the successful conduct of his practice. He is at a period in his career which is most important and one which calls for an absolutely honest and candid analysis of himself. It is quite natural that his desires should play a part in his decision and it is perfectly right that they should, because the desires of an individual indicate to a certain degree his adaptability and his qualifications.

#### Personal Characteristics

Some people are always ill at ease when they come in contact with strangers. They become confused, embarrassed, and do not show their real characters to the best advantage. In most of these cases they realize their own shortcoming and this adds to the embarrassment which is already present. Let these same people become acquainted with other people and they are perfectly at ease. They find that they are able to discuss topics of mutual interest, and under the influence of acquaintanceship and friendliness, they show an entirely different personality than was displayed on the first meeting.

Other people there are of the type commonly spoken of as "hail fellow well met." They are perfectly at ease when introduced to total strangers. They apparently find no difficulty in making conversation and becoming instantly agreeable. They have the happy faculty of attracting other people

to them quickly and yet they may not be of more solid worth than the other type. In fact, there are many cases where they have not the real foundation of character behind them which the reticent individual possesses. Yet on first meeting they are exceedingly agreeable and adaptable.

### **Small or Large Community?**

These are two extremes of people. It is true that either can, by training, master himself to the degree that he may take on some of the attributes of the other, but neither can be wholly successful in striving to change his personality. Each should realize that he is fitted to mingle in an entirely different community. The man who is very well thought of and perfectly at ease in a city, may prove to be decidedly unpopular in a small town; and the man who is exceedingly popular in a small town may, upon his advent to the city, find that he is a stranger in a strange land, unaccustomed to the habits and ways of city folks. He mistakes their attitude of independence as snobbishness, as coldness, and as heartlessness. He is not adapted to the life of the city.

One of the first things that a prospective chiropractor should do is to analyze his fitness for practicing among different groups of people. It is not always true that the man or woman brought up in a small town is best fitted for that sort of a community. Many of these people, by natural inclination, are adapted to city associations and by the same virtue many people who have been brought up in cities are splendidly adapted to making friends and being successful in small communities. But in the main I believe it can be safely said that the individual who has been brought up in a small town is better adapted for practice in a small town, while the person reared in a city is better adapted for practice there. This is for the very good reason that their entire early training acquaints them with the interests of these different communities.



### **Adaptability**

Naturally if a chiropractor locates in a small town in a farming district, he draws a goodly share of his practice from the farmers, and even those who are not farmers are vitally interested in the crops and in the local conditions which are very largely dependent upon the farmers' welfare. If the chiropractor locating in such a community can discuss with the farmers and with the local merchants the problems of that community and can do so intelligently, he has immediately made a favorable impression. It is too often true that when an individual enters such a place totally ignorant of the activities upon which the locality is dependent, he is looked upon as a rank outsider and does not receive the warm hand-clasp of friendship which would otherwise be his.

I sometimes feel that it is much easier for the person reared in a small town to go to the city because there he meets many people, each one of whom is engaged in a certain special occupation. Many of them know very little outside their own occupations. True, they read the papers in a haphazard sort of way but they are not especially well posted on any particular line outside of their own, nor do they expect other people to be especially well posted in their line. In other words, the city is an aggregation of specialists, while a smaller town is an aggregation of people all of whom are more or less interested in the same things.

One should approach this problem of determining one's adaptability with an entirely open mind. I have had students who were about to graduate ask me for my honest opinion about the size of the town or city in which they should begin practice. I have invariably given them my honest opinion, feeling that I was speaking to people who were broad enough to realize that it is no disgrace to be better adapted to a small town than to a city or vice versa. One cannot safely say that towns of any given size are the best locations for chiropractors

because we can point to innumerable instances of successful practitioners in large cities, in the smaller cities, in the large towns, and in the small towns.

Some of the most successful chiropractors, people who have maintained their success year after year, have done so in small towns; and the idea that one should locate in a city because a city offers greater possibilities in a business way is not borne out by the record of performance. While it is true that notable successes have been built in cities, and while it is true that these successful practices have been maintained year after year it is also true that the city has a world of disadvantages in the building of a practice which the smaller community does not have. After all, there are sick people in the small towns and there are sick people in the cities. It is largely a question of adaptability of the individual to his surroundings and his fitness for building a practice in one place or the other.

### **Local Conditions**

Many chiropractors, about to launch their professional careers, are attracted to certain parts of the country by conditions entirely outside the profession. It may be their liking for a certain climate. It may be that certain domestic conditions make it imperative or at least advisable that they go to one particular state or province. But there are many who have none of these things to influence them in the selection of a location and their interest turns to the entire field in choosing their future home. I have heard chiropractors say that it makes no difference where one goes, that there are sick people everywhere, and that Chiropractic is needed everywhere. All of which is fundamentally true and yet, in my judgment, it is a matter of importance to take into consideration local conditions, of which there are many, before making a final decision. These local conditions are constantly changing and advice which might be given today, would not be sound in a few years from now.

For example: if there are five chiropractors in a community of five thousand people, and if there is another community of five thousand people with no chiropractor, equally as well situated and with the same attractive features, the chiropractor would indeed be foolish to pass up the town where he would have an entire field of five thousand people to draw from and go into the community where there were already five established practices. Therefore it seems to me highly important that the chiropractor should know something about the number of chiropractors in a community, the size of that community, and something of the activities which are behind the prosperity or lack of it in that particular locality.

Further, it seems to me that it is extremely vital that he should know something of the public sentiment toward Chiropractic in the community which he is contemplating. There are certain places throughout the country where, through a series of unfortunate and inexcusable circumstances, the people have become thoroughly disgusted with chiropractors. I would not say that no attempt should be made to locate in such a community and convince these people that all chiropractors were not like those with whom they have had experience. I would say, however, that for a person with limited financial backing to undertake such a task, when it is imperative that he go into a community where he can immediately begin to show an income, would be the poorest kind of judgment. It is quite probable that with sufficient backing to enable one to go through a period of unpopularity, and convince the people, through sheer merit, of his standing and his ability, he would reap rich rewards; but for one with limited finance to undertake such a campaign would be suicidal.

### **Get Information**

The best advice I could give to an individual seeking a location is to determine approximately the size town in which he wishes to locate, ever bearing in mind that the small cities



and large towns are sure to have one or more chiropractors already located in them. I would suggest that he then select a dozen or more places which he feels might be advantageous for him. I would then suggest that he write to each of these towns asking something about the industrial activities there, the condition of business, the character of its people, and other important conditions which have a distinct bearing upon its desirability as a field in which to locate. If the town is large enough, this letter should be directed to the Chamber of Commerce; if not, I would suggest that it be sent to two or three banks in that community, because these institutions are always closely in touch with the industrial conditions, and are ordinarily operated by men who are interested in the community and who are glad to give the desired information to the inquirer. It is better to send the same letter to two or three banks rather than to one because if sent to one bank, there is more possibility of its falling into the hands of an individual who is prejudiced against Chiropractic or who, through business association, is entirely favorable to the medical fraternity. If the inquiry is being made in one of the southern states, where the proportion of population is largely black, it is well to learn the white population as well as the total population.

Then, too, there is the question of obtaining legal recognition in the state or province which is contemplated. Most of the states require a high school education or its equivalent. Some of them have Chiropractic educational qualifications which are unusual and which the average chiropractor cannot meet. In going into such a state, the prospective practitioner should be extremely careful to find out from the officials of the Universal Chiropractors Association just what their advice is and what their policy will be in his fight for legal recognition should such necessity arise. Then, too, some states are more liberal in their estimation of what constitutes the equivalent of a high school education than are others and all these points should be cleared up definitely with the Chiropractic

board of examiners before the student makes a definite decision.

### **Classes vs. Masses**

One often hears chiropractors remark that they are adjusting the best people in town. Such a statement is calculated to impress the listener with the confidence which that chiropractor has built for himself and for Chiropractic in his community. It is not, however, necessarily a good gauge of exceptional business. The chiropractor draws his clientele from the great middle class of people. It is all very fine to have the wealthy class among one's patients and it is all very well to have some of the poor people among one's patients, even to the extent of taking them as charity cases up to a certain limit, but then only under certain conditions. The fact should not be lost sight of, however, that almost without exception, chiropractors have built their practices among the middle classes.

### **Industrial Activities**

In selecting a location, it is well to get into a community where there is more than one industrial activity. If one goes into a mining town, he is utterly dependent upon the activity of the mining interests. If into a farming community, he is utterly dependent upon that industry, and if entering any town where the community is dependent upon one activity, he should make certain that that activity is a stable and constant one. To enter a mining community where operations are in full swing for six or seven months out of the year and entirely dead for the balance of the year, means that the chiropractor's business fluctuates extensively. However, if he is in a community where more than one activity engages the interest of the people, he is more certain of a steady, regular practice. A payroll town is an ideal place for a chiropractor providing that payroll is reasonably constant. Chiropractors

with experience know that people with a definite stated income pay their bills regularly and are more apt to patronize the professional man than are those people whose income is more or less uncertain. Not only is patronage better, but collections are better in such a community. Every chiropractor with any considerable experience knows that the average working man is better pay than the average wealthy man or retired man.

To briefly summarize the foregoing, let us say that the chiropractor should thoroughly and honestly analyze himself and his fitness; that he should carefully analyze his financial resources, realizing that smaller communities hold forth the possibilities of a quicker start and quicker returns than do the larger communities. He should investigate carefully a number of towns or cities in which he is interested and he should let the business activities and interests of these several communities be a very large factor in the determination of his selection.

### **Office Location**

Next to the selection of the community in which one is going to practice Chiropractic, perhaps the most important decision is the selection of a location in that community, and here there are many factors which have a bearing and which must be carefully considered. For example: In the eastern states it is quite proper for a professional man or woman to conduct a practice in an apartment and the more readily accessible the apartment is, the better is the practitioner situated. In the west this is not true. The public is not educated to professional people conducting practices in their apartment and much better results are obtained when separate offices are maintained in buildings provided especially for that purpose. Then, too, there is a wide variation between the procedure in a small community and that in a large community, the people having pretty well defined ideas about the professional man and his location.



### **Office Location in a Small Town**

Whether it be in one community or another, and whether that community be large or small, it is essential that the chiropractor be located so that he is readily accessible to the greatest number of people.

I have seen Chiropractic offices in small communities located on the edge of town where prospective patients from the other side of town are at a disadvantage if they desire to come to the chiropractor's office. Not only does the disadvantage lie in the inaccessibility of the location and the difficulty in the patient's reaching that location, but it lies also in the fact that, located in such a way, a chiropractor is not able to keep himself and his profession constantly before the greatest number of people. Then, too, there is a definite psychology in being located in the center of things. If on the outskirts of town, the public gets the natural reaction that the chiropractor is a second or third rate practitioner. Few of these people would be able to tell you why they feel that way, and yet the fact remains that they do. I would, by all means, advise that the chiropractor in a small community be located in or very close to the center of the business district. He is thereby readily accessible to the rural community which does its business in that town, and he is also accessible to the greatest number of people in that particular community.

### **Central Location**

As psychology is against him if he is on the outskirts of the community, so it is in his favor if he is in the center of the business activities. News travels fast in a small town and it is not long before the people understand that a new professional man or woman is in their midst. They talk about him and he is pointed out as an object of interest. This is the very thing which he courts, and by being situated where most of the townspeople convene, he gets far more publicity than

he could get if he were not in this advantageous position. Some chiropractors are very successful in locating their offices in a residence, providing that residence is very close to the center of business and on a street where the most people pass.

### **Highways**

Many small towns have a few paved roads leading into the town, with a few paved streets leading into the main street. It is well to keep this matter of paving in mind because it is along the paved highways that the rural community comes into the country towns and it is quite natural that the pedestrians in the town use those paved streets more frequently than the ones which are not paved. Not only is the chiropractor's office more accessible because of his location along one of these main highways, but it gives him a far better opportunity of advertising himself and keeping his name, together with his profession, constantly before the people.

### **Window Signs**

Small communities do not, as a rule, have business blocks of more than two or three stories and it is very seldom that elevator service is obtainable. For this reason the chiropractor should seek a location on the second floor and he should seek a location fronting on the main street, if possible, so that he will have the opportunity of displaying his sign. In a large city people do not stop and chat in groups on the street, and window signs are therefore not as advantageous here as in the smaller communities, unless they can be placed in such a way as to be seen by the people walking along the street. In a small town this is entirely different. Groups meet on the sidewalks and chat constantly, and having a window sign which is visible from across the street is a very distinct advantage.

### **Main Streets**

If I were going into a small community, I would spend several days in the downtown district, first determining where the main street is, and next determining just what part of that main street has the greatest number of passersby during the day. Most business houses, if they are going to open a store in a new community, send an advance man to learn just where the greatest congregation of people takes place. These men make a very accurate count of the people passing along certain streets during the day, and many business houses are located entirely on the recommendation of these men whose opinion is based very largely upon the number of people who pass.

### **First Floor Offices**

There are some advantages to the chiropractor who locates his office on the first floor, but this is not, as a rule, advisable unless the office is in a residence, just a little way off from the main line of travel. People are educated to seek the second floor, at least in the small communities, to reach the professional man and they somehow hesitate at the publicity which the first floor affords. They may not be able to tell you just why they hesitate, but the fact is that they do not care to have their neighbors and friends know exactly where they are going. This objection is eliminated if the chiropractor's office is in a building where there are other professional offices as well.

### **Buildings**

In a small community the character of the building is not as important a factor as in the larger towns and cities. The people of the small towns do not attach so much importance to fine surroundings and a new brick building as do people in the larger communities. They are governed more by habit and the older buildings are very often preferable to the newer ones, especially if they have the advantage of location.





All of the foregoing is somewhat dependent upon the pocketbook of the new practitioner. It is not always possible for him to do exactly what he would like to do and the suggestions made above should be accepted as suggestions on the ideal procedure to be followed. If the practitioner does not have the wherewithal to follow them, he must of necessity do the next best.

### **Office Locations in Small Cities**

Some of the considerations which are vital in the small towns are also of paramount importance in the small cities, principally the consideration of accessibility. It takes a little longer time in a city to determine just where the center of business is, but it is money well spent to determine this fact absolutely before definitely deciding on a location. It is also well here to consider in which direction the largest population lies from the business district because the streets on that side of town are the main channels of travel for both pedestrians and vehicles and thus become more readily accessible to the people. Furthermore the tendency of business districts is to expand toward the residence districts rather than away from them and the chiropractor who takes this factor into consideration, will very often find that in a few years his location is much more desirable than it was when he first began practicing.

### **Which Floor?**

In the small cities it is usually desirable for the chiropractor to locate on one of the lower floors, for two reasons: First, his office is more accessible to the street, and second, his windows become an asset in advertising his name and keeping it before the public. People passing along the street will often look across the street to the second and third floors, but they are seldom attracted by names or signs at a higher level than this.

## **Transportation Lines**

Above all things, the chiropractor should see to it that his office is located in a place which is near to the central terminals of the street railway system. He will, of necessity, draw his patients from all sections of the city. Many of these people will utilize the street cars and his accessibility to them is exactly in proportion to his accessibility to the central street car terminals.

## **Elevator Service**

Another important factor is to select office space as near as possible to the elevator. This for the reason that all people coming to that particular floor of the building are made familiar with the chiropractor's location and his name. If he is located in a remote corner, or in a part of the building which is not accessible, very few people, other than those who are coming particularly for his service, see the sign on his door. Above all things, elevator service is a necessity where the chiropractor's office is located higher than the second floor, and is a distinct advantage even then.

## **Contracts for Office Space**

Office space in a building in any city is rented by the year and often contracts for several years are made. If the chiropractor is certain that his location is entirely satisfactory to him and feels confident that he wishes to continue in that location, he should make his contract for as long a time as possible because by so doing he is usually able to get a better rate. On the other hand, if he finds it expedient to make a short term contract of one or two years, he should, if possible, have a renewal privilege in that contract at the lowest possible stipulated figure. This will leave it optional with him, at the expiration of his time, to continue in that location at a price which has already been set, or to change to another location.



### **Office Locations in Large Cities**

Few chiropractors, especially those with limited finance, feel that they should locate in a large city when they begin their practice, even though they expect to do so at a later time. They feel that by locating in a smaller town their expenses will be less and their returns will be quicker. In a measure that is true but I doubt if it is true to the extent that many chiropractors believe. Every large city has suburban districts and many trading centers that are not in the very heart of the retail district. Many of these trading centers and suburbs are, in fact, small communities, more or less independent of the main trading center. The people become acquainted with one another as they do in the small towns. News travels quickly as it does in the small towns, and practically every condition exists here which would be found in towns involving a like number of inhabitants.

Unless one is very well equipped financially to weather the starvation period, it is, in my judgment, a mistake to open a downtown office in any big city. Business comes much slower than it does in the small communities. Expenses are very much higher than in the smaller communities although it is quite true that the returns, when they do come, are usually more gratifying. The trouble, however, in locating first in a small community with the intention of later locating in a city is that the chiropractor is never quite certain what his success will be in the city and so long as he maintains a modicum of success in the smaller town, he is likely to stay there and never attain the possibilities of which he is capable.

### **Modest Start in a City**

If, however, instead of going to a small town with the thought of later locating in the city, he will go directly to the city and locate in one of the outlying business districts, he will have practically the same advantages that the small town

offers; and he will have the additional advantage of being able to open at a later time in the heart of the business district, still maintaining his outlying office under his direct supervision, if not under his direct personal attention. By so doing, he can utilize his original outlying office to let it pay for and carry for a time the second office which he will open in the heart of the city. In this way he attains his ambition and at the same time does not entirely lose his connection with the original office.

### **Moral Responsibility**

Outside of the direct business advantages of such a plan, there is the responsibility of the chiropractor to his patients which is, perhaps, a greater reason why the above method is advisable. Too often a chiropractor locates in a small community, stays there for a matter of a year or two, and then feeling the urge of a larger field, he leaves that community either without a chiropractor, or in the hands of a stranger and one over whom he has no direct supervision. The result is that his former patients are disappointed, the service which they get is not up to standard, and the reputation and progress of Chiropractic in that community are hindered in a certain degree. If the chiropractor realizes this, he will also realize the advantage of locating his office in an outlying business center where, when he leaves it so far as his personal attention is concerned, he still can exert his influence there and see that his former patients are satisfied with the change. By so doing, he does a real service to Chiropractic.

In locating in an outlying business center, the chiropractor finds the selection of a location as important, if not more important, than in the small city or in the small town. He should exercise extreme care in getting in the very center of that business activity, and the same considerations should be kept in mind as have been suggested in our discussion of small towns and small cities.

### **First Floor Advantages**

There is, however, this additional consideration which is deserving of some comment and that is the question of whether he should be on the main floor or whether he should be on the second or third floor. It is quite true that most Chiropractic offices are located above the main floor, but I know of several very successful offices that are located on the main floor and on the main streets of these outlying business districts. The great trouble with many chiropractors who undertake such a location is that their arrangement gives too much publicity from the patient's standpoint. If an office is located on the main floor, the public should not be able to see in to know who is in the reception room and a tastefully arranged display window is the best solution I know of to eliminate this disadvantage. With such a window, the chiropractor has a splendid opportunity of displaying interesting cards, pictures, etc., which attract the passersby and create interest in his profession.

### **Window Displays**

I know of one chiropractor who has gone so far as to install in such a display window a daylight screen upon which he shows slides which automatically change every so often. He also shows moving pictures of those things which are calculated to convince the public of the importance of Chiropractic in a professional way. He has gone to the expense of having moving picture films made of the larger Chiropractic schools, of the manner in which a patient is prepared for an adjustment, of the manner in which an analysis is made, all to the end of convincing the public of the solid foundation upon which Chiropractic is built and also to convince them that there is no cause for embarrassment in the chiropractor's office. Together with the motion pictures, there are fitting captions which break the monotony of the picture and serve to explain vital facts about Chiropractic. One is surprised to

check up and see the number of people who stop in front of this chiropractor's window to watch the picture, and after leaving they retain a certain amount of Chiropractic information.

### **Attraction of Movement**

The human eye is attracted by movement. Do you ever walk along the street and see in a display window a mechanical sign that moves? Have you ever seen rabbits, dogs, and other animals displayed in a window? If you have, you understand what is meant when I say that the human eye is attracted and held by movement. It is interested in motion where it would not be interested in a work of art that might be worth thousands of dollars but which is inanimate.

I present here the suggestion that chiropractors who are considering locating in one of these outlying districts of a large city give very serious thought to a main floor location with a display window to attract public attention, but that if they do so they keep in mind the importance of having that display window entirely shut off from what is behind it. Thus to do away with the thought of its being too public and as a result repelling the prospective patient.

### **Centrally Located Buildings**

In the main retail district of any great city, there are many desirable office buildings. Some have advantages over others and the chiropractor will find that in many of these the policy of the management will not permit renting space to a chiropractor. Sometimes these buildings are known as physicians' office buildings and in many cases the medical fraternity has an arrangement with the management of the building which precludes the possibility of their renting space to so-called irregular practitioners. If it is possible, however, to get in a building where there are many physicians' offices, it is a splendid move for the chiropractor because he is in the



midst of sick people, many of whom are discouraged with their present mode of treatment and are looking for, or at least are attracted by, some entirely different method which holds forth the possibilities of relief.

### **Elevator Service**

Elevator service is a very important consideration and here, too, the chiropractor should select a location as near to the elevator as possible. It is not so important that he be on one of the lower floors as the elevator service in one of these large buildings is usually rapid and there is little advantage to be gained by window signs. It is, however, important that he be in an accessible location to street railway transportation. Elevator service at night is also an important feature because many chiropractors in large cities find it necessary to have their office open for a short time during the evening.

### **Modern Buildings**

Then, too, modern conveniences and newness have an appeal in a large city which is not found in the smaller communities. There are certain office buildings which are known among the business people as popular, while there are other office buildings which, for one reason or another, are not popular. Certain office buildings have the better class of practitioners; others, usually because they are older, less centralized, or in less advantageous locations, are patronized by professional people who are not considered first class. If the chiropractor can possibly afford it, it is money well spent to be in the most modern building and in a building which is well thought of and well known to the public. In his advertising he should carry the name of the building as well as its address, providing the building is well known. Many advertisements lose their effectiveness because only the name of the building is given and many people are not entirely familiar with the location of that building.

## CHAPTER II

### QUESTIONNAIRE RETURNS

Early in 1924 a questionnaire form was sent out to about one hundred and fifty chiropractors. This included men and women who were substantially successful in their practices and was for the purpose of correlating information which might be of inestimable value to the rest of the Chiropractic profession and to the prospective practitioner. A few of these chiropractors had been in practice only one year, while some had been in practice for more than twelve years. The average duration was 6.4 years with an enviable record for success in this profession. I shall quote hereafter the question asked, giving the percentages covering the returned answers.

**Do you use newspaper advertising?**

Seventy-one per cent replied "Yes"; 29 per cent replied "No." This is interesting because it shows the widespread favor of newspaper advertising among successful chiropractors and this medium could not be as popular as it is unless the years of use had proven, beyond question of doubt, that it is an efficient medium. Newspaper advertising not only leads all other forms of advertising, but it is peculiarly adapted to the advertiser who covers a limited area with his goods or with his service.

It will be interesting also to know that in 1910 the expenditures for advertising of all kinds totaled \$616,000,000 in the United States. Of this total amount, newspaper advertising showed a grand expenditure of \$250,000,000, while direct by mail advertising showed an expenditure of approximately \$100,000,000. The balance was split up between farm and mail order advertising, magazine advertising, novelty advertising, advertising through bill posters, electric signs, street car advertising, house organs, theater programs, and through

demonstration and sampling, together with expenditures for general distribution.

In 1920 the total advertising in the United States was over twice the amount expended in 1910. During 1920 the total expenditures for advertising in the United States were about \$1,250,000,000, of which newspaper advertising claimed \$600,000,000, while direct by mail advertising claimed \$300,000,000.

Thus it is seen by comparing these two estimates that in 1910 newspaper advertising totaled about 40 per cent of the entire amount, while in 1920 it totaled approximately 47 per cent of the entire amount. It is also evident that the growth in direct by mail advertising is an indication of the increasing popularity of this medium. In 1910 approximately 16 per cent of the total expenditure was made on direct by mail advertising, while in 1920 more than 23 per cent was expended for direct by mail advertising.

This information is of value only as it may show the chiropractor the importance of these two media as considered by advertisers in other lines of business. As has been repeatedly stated, advertising principles do not vary whether they be applied to commercial products or to service. The same reasons which led to a preponderance of the total expenditure for advertising in the United States being spent for newspaper advertising by the producers of commercial products, have a distinct bearing upon the relative values of these forms of advertising to the chiropractor.

**Do you contract for space by the year?**

Forty-four per cent answered that they do, while 56 per cent stated that they do not. There are, of course, circumstances which lead to the decision of the local chiropractors on this question. In some of the smaller papers there is no advantage in advertising by the year and contracting a number of inches for that period of time. On the other hand there

are many publications wherein, by contracting for a certain definite number of inches to be used during the year, the advertiser is enabled to procure a rate at a considerable saving. Another factor which offers a distinct advantage to the chiropractor in contracting for his space by the year, lies in the fact that it convinces the newspaper men, and thereby influences a certain number of people, that he has come to that community to make it his home and that there is little probability of his staying for only a few weeks or a few months and then leaving. It gives to him a substantial standing which is a very valuable asset to any chiropractor.

In addition to all this, it gives him a standing with his newspaper editor which leads to the granting of privileges which could probably be obtained in no other way. Every one knows that the value of news items in a newspaper is of far greater advantage than the same amount of space in the form of paid advertising material. Every one who has had experience with newspapers also knows that reading space is granted very often as a favor to the advertiser where the non-advertiser could not get that consideration.

I know of very important events that have more or less of a nation-wide significance which are given space in the news items directly proportional to the amount of advertising space used. The newspaper man will hesitate to grant too much in the way of news space to the chiropractor who does not contract for his space and who buys it piece meal as he goes along. On the other hand, if he realizes that he is to get a certain volume of business from the chiropractor during the year, he is much more favorably inclined toward him and much more apt to give him space for news items and stories than he would otherwise be.

**How much space do you use in one year?**


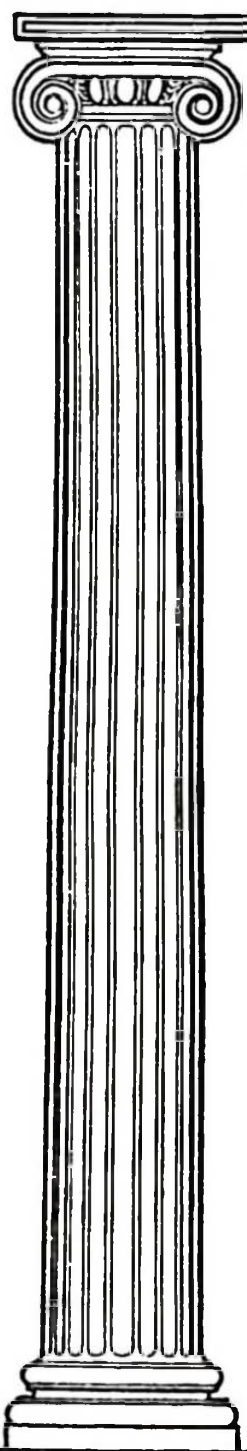
Of the answers received, 5 per cent use 100 inches per year, 6 per cent use 200 inches per year, 8 per cent use 400



inches per year, 7 per cent use 750 inches per year, 13 per cent use 1500 inches per year, 13 per cent use 3000 inches per year, 1 per cent use 5000 inches per year, 1 per cent use 6000 inches per year and the balance who replied were indefinite in their statements so that no computation could be made as to the average.

Thus it can be seen that of those who have made a definite report on the amount of space used, the average is approximately 1475 inches per year. On the basis of two runs per week, this makes an average space of about 14 inches per issue, or in newspaper parlance, two columns 7 inches, or nearly 3 columns 5 inches, depending upon the arrangement of the advertising copy and the selection of the advertiser. I am quite aware that many chiropractors, particularly when they are first starting, cannot afford to spend this amount of money for newspaper space; yet it is given here as an average in order to be a guide to chiropractors when they attain the position where they can utilize this amount.

In the main, advertisers who use a large amount of space and much advertising show a less mortality rather than those who do not. This is, of course, a computation made upon all lines of business, but it is easily seen that the heavy advertiser survives periods of depression and maintains his business at its maximum efficiency much more effectively than the small advertiser can hope to do. The figures compiled by Professor Scott show that the advertiser using 56 lines continues to use space on an average for one year, while the advertiser using 600 lines continues to advertise for a period of eight years. The obvious conclusion indicates that the advertiser who uses a limited space is discouraged with the results of his advertising in one year, while the advertiser who is able to use a larger space and does so, is encouraged to continue his advertising year after year. As this is true of large firms and large advertisers, it must also be true of small firms and professional men who depend solely upon newspaper advertising.



Whence Life comes or where it goes is perhaps the greatest mystery of all times. All we know is the way in which it is expressed.

**CHIROPRACTIC**

is the modern health science, founded on an accurate knowledge of how life is expressed and why disease exists. This health science points to its record of getting sick people well as its best recommendation.

Start getting well today.

**HEALTH & HEALTH**  
CHIROPRACTORS

Address                      HOURS                      Phone

See page 241

**Do you strive to get reading space pertaining to your personal or business activities?**

Sixty-five per cent state that they do, while thirty-five per cent state that they do not. I cannot make too impressive the importance of this phase of advertising, not only because it is space which cannot be bought and is not paid for directly by the chiropractor, but further because of its widespread effect upon the readers of the paper.

The natural human reaction to an advertisement in any medium is that the advertiser is claiming all that he can within reason claim for his service, or his goods, in his own copy. It is quite natural to assume that he will present to the public only the most advantageous considerations, while the disadvantages are kept in the background. For this reason practically every one who reads advertising copy involuntarily discounts the statements made. Whether they understand why they do so or not, the fact is that they do so because they reason that there are a certain number of disadvantages which have not been stated. On the other hand, the tendency of the reader of news items is to assume that those news items are sponsored by the publishers of the paper who, in the event of the chiropractor and his story, are disinterested parties. For this reason the reader feels much more confidence in the statements made in a news item than he does in the statements made in a paid advertisement.

Further than all this, it must not be forgotten that the chief reason for the public buying newspapers or magazines is to read the news and stories therein contained. They do not buy the papers for the purpose of reading the advertisements, and the advertisements they do read are rather a side issue with them and are those which attract their attention from the news or story copy for which they purchase the paper. It is then quite natural that more of the news items in a paper are read than advertising copy. Take your own case for example: When you purchase a newspaper, the things that

attract your attention are the news items. They are the things you buy the paper to get. Your attention to the advertising space is more or less limited.

It is highly important, then, that the chiropractor make friends with his newspaper editor. The very first thing he should do after locating in a community is to visit the newspaper office and get acquainted, not only with the editor, but with any one else in his employ. Impress them with your earnestness and your seriousness, and lose no opportunity to do them a kindness because the newspaper man, perhaps more than any other individual, is a powerful factor in helping you get established and in building a good practice.

**If more than one newspaper, do you use all?**

The answers received indicate that 56 per cent use more than one newspaper when more than one serves the territory from which they draw their practice. Forty-four per cent indicate that they use only one medium. We must, of course, understand that of this 44 per cent some are located in cities where it is impossible to use all the media. In many of the large cities there are three, four, or even more newspapers. Some are of general distribution, while others are local in their circulation. The rates in these large papers are high and it is usual that the residents of the city buy one of these papers but do not buy them all. Thus if the chiropractor should attempt to spread his advertising out among all of them, he would not reach any one group consistently. In other words, he would have little accumulative value to his advertising, while if he concentrates in one newspaper, he has the advantage of being able to reach the readers of that newspaper with a definite degree of consistency and thus builds up an accumulative value.

The wisdom of using more than one newspaper, where it is at all practical, is, I believe, quite evident. It not only permits the chiropractor to reach a far greater number of



people and to do so consistently, but it also enlists the friendship and moral support of more than one newspaper organization. Newspapers are commercial enterprises. They are businesses conducted along business lines and it is quite natural that they should favor in their publications those people from whom they draw their revenue. If the chiropractor patronizes one newspaper to the exclusion of others, he runs the danger, not only of decreasing his circulation, but also of failing to get the support of the competitive papers. Possibly he may bring upon himself more or less prejudice from these competitive papers. This should be avoided if at all possible and in the average small city or large town, it can be avoided if the chiropractor will equalize his advertising among the two or more media which are available.

#### **Do you run pictures with your ads?**

Of the answers received, 65 per cent state that they do, while 35 per cent state that they do not. Various means are utilized by the advertiser to attract the attention of the reader to his particular copy. It must be understood that the value of attraction lies in contrast. For example, if one were to place an advertisement on a newspaper page that was literally covered with pictures, he could gain the most attention by placing on that page a space with a very little reading matter surrounded by a considerable amount of white space. This for the very good reason that his particular copy would be in marked contrast to all the others. On the reverse, if he advertises on a page where the majority of the matter is printed, he will gain attention most effectively by using a picture of some sort because that picture is in contrast to the general sameness which is present on the balance of the page. All value of attraction, therefore, lies in contrast. We notice large objects because they are unusual. Large objects would not attract our attention if everything else in the vicinity were correspondingly large. A bright light attracts our attention

in the dark because it is in contrast to the sameness of the atmosphere around it. On the other hand that same light, in a myriad of lights, would have no outstanding feature, would not be in contrast, and might never be seen by us. The value of a picture lies in its province of attracting attention.

I call your particular attention to the national advertisers in *The Saturday Evening Post*, *The American Magazine*, or in fact any of the magazines in general use today. If you will look through the advertising pages here, you will find that the advertisers often use almost the entire page for the purpose of attracting attention and the way they attract attention is through an illustration. Coca cola advertisements are notable for this feature. It is not unusual for a coca cola advertisement to appear with the entire page an excellent illustration and with the only printed matter on the page appearing on the side of a small coca cola glass. But it will be noted that every individual in the picture is focusing his attention on that glass and the attention of the reader is automatically drawn to the little object upon which all the figures are gazing.

It must be remembered that these advertisements in the national publications are built by the very best advertising brains in the country. These men know the value of attraction influence and they are willing to spend huge amounts of money for each issue for the sole purpose of attracting the attention of the readers to a limited amount of copy. The same principle that governs the use of illustrations among large advertisers should also govern their use among chiropractors. Illustrations are vital. They should be used and they should be of a character, not only to attract the attention of the reader, but also to impress him after the attention is attracted. The picture of the chiropractor himself is often used, not because the chiropractor may be particularly proud of his personal appearance, but rather because his picture

provides a black splotch of ink amid a sea of printed copy. Thus attention is gained.

It is, in my judgment, a mistake to use illustrations which may be repulsive to the average run of readers. This is most apt to happen in using pictures of cases before and after taking adjustments. Very often the picture of the patient while dangerously ill is a picture of disease and suffering and sorrow, and for that reason it is repulsive to a large number of people. If such an illustration is used at all, it should not be given equal prominence with the attractive picture of the patient after health has been regained. The same thing is true in a limited sense in using illustrations of bones or viscera. Pictures of a few segments of the spine are far less apt to react badly than pictures of the entire spine or pictures of a skeleton. A picture is something more than a mere matter of color and outline. It is, after all, a suggestion which brings to the mind's eye of the reader a picture of the real object which is illustrated. Dead bodies are repulsive to many people. The skeleton suggests dead bodies and the spine in a measure does so, and very often the picture that is called up in the patient's mind from such an illustration is repellent. On the other hand, the picture of four spinal segments is minute as compared with the total skeletal framework of the body and is far less apt to bring to the reader's mind a reaction that is unpleasant.

This is a feature which chiropractors should watch, especially because so much of the advertising which they do pertains directly to the human body. Pictures of health, energy, beauty are far more effective than pictures which suggest death and sickness. "The Chiropractic Smile" can be illustrated by many splendid pictures. They not only provide a contrast to attract the attention of the reader but they provide a mentally pleasant reaction which cannot possibly be obtained by an illustration of bones and nerves and viscera. Illustrations of this latter character have their place but their place

is not ordinarily in newspaper advertising and if they are used there, the chiropractor should be very careful that he is sparing in their use and that his principal attraction is not the picture itself. The picture should be purely secondary to the explanation that is printed with it. It is used then as an explanatory measure but it is kept in the background and is important only as the reader is interested in the copy presented.

**Do you write your own advertisements?**

Forty-six per cent state that they do. Fifty-four per cent state that they do not. This is a very gratifying showing as it indicates that chiropractors are coming rapidly to the conclusion that money spent for having an expert advertiser write their copy and display their services yields very profitable returns. It has not been many years ago since the Chiropractic profession in very large proportion wrote its own advertising copy. The result was poor pulling power. There have been developed in the Chiropractic profession a number of splendid advertising copy writers, men who not only understand the principles of Chiropractic, but who have made a study of advertising and understand the importance of properly presenting its appeals.

Of the more than one billion dollars spent annually for advertising, undoubtedly many millions are very largely wasted. Wasted because the individuals who wrote the copy do not understand the presentation of products and service to the public in such a way as to attract attention, create interest, promote desire, and urge action. One may spend \$100 for poor advertising copy, while another person under like circumstances may spend half that amount for half that space and, with a matter of \$10 judiciously expended for having the copy properly presented, will get far better results. Even though the practitioner does not find it advisable or practical to have his copy written by some of these men



within the profession who specialize on that sort of work, he will still find it a distinct advantage to place his idea in the hands of an advertising man in his local community and let that advertising man prepare and lay out his copy.

**Do you concentrate on Chiropractic in your advertisements, or do you refer to other methods to draw comparisons?**

In response to this question, 92 per cent state that they concentrate entirely on Chiropractic, while 8 per cent say that in their advertising they draw comparisons with other methods. This also is a very gratifying report because it shows that a large proportion of the successful chiropractors have learned that Chiropractic is sold to the public on its merit as a scientific method and not upon odious comparisons with other methods.

We, as chiropractors, realize that we are waging a bitter fight with the medical fraternity, but it is the organized American Medical Association and the men who are promoting its policies. We should keep as far as possible away from any fight on the local practitioner as an individual. Every physician has many friends in his following. There are a very great number of people who feel kindly disposed toward the individual medical practitioner, but who are not kindly disposed toward organized medicine or toward the policies fostered by the American Medical Association. It is fairly easy to show the injustice of the policies sponsored by the national organization but when the chiropractor begins to utilize his advertising space to draw comparisons between Chiropractic and medicine, the reader in that local community immediately associates it as a comparison between the chiropractor and the local physicians. Many of these physicians have, in the reader's mind, saved their lives or some one who is very near and dear to them. Many of them are personally very estimable gentlemen and are very well thought of in their respective communities. Any comparison which

is made reacts more against the advertiser than it does against the competitor with whom the comparison is made.

Therefore, except in very rare instances and under very unusual conditions, it is not advisable for the chiropractor to use comparisons between Chiropractic and any other method, whether it be medicine, osteopathy, Christian Science, or anything else. Advertising men have learned this lesson long ago and no good advertiser today draws any direct comparisons between his goods and the goods of a competitor. The reader naturally resents such a policy and it is extremely dangerous for the individual who hopes to increase his business by the favor of the public.

**Do you favor cooperative advertising?**

Seventy per cent answer that they do, while thirty per cent answer that they do not. There are certain advantages to cooperative advertising which are pretty well known throughout the field. There has been entirely too much, during the past few years, of chiropractors coming into a community where another chiropractor has been located for some time and striving to draw part of his business away from him rather than to educate more people to Chiropractic and draw business from a virgin source. This has led to much lost confidence in the profession all over the country. The public has witnessed the spectacle of chiropractors quarreling among themselves like children. It has seen advertising material which was obviously aimed at the chiropractor's competitor. It resents this sort of thing and the result is that it has been disastrous to all chiropractors. The public reasons in its own mind that until the chiropractors can agree and get along harmoniously among themselves, they cannot reasonably expect the confidence of the public. Furthermore the public is being educated to Chiropractic as a movement. It has not yet learned what Chiropractic is. It has no way of knowing and it must depend entirely upon the chiropractor and his

information to create familiarity with this new science. The public looks upon Chiropractic very largely as a new and untried or not thoroughly tried profession, and in the face of this condition it witnesses chiropractors wrangling as to which is more competent and which method used affords the greatest possibilities of relief.

In the last analysis it resolves itself into a question of the fundamental premise upon which Chiropractic is founded. When two chiropractors are located in the same community, it is not particularly vital what their opinions may be. The opinion of one or the other makes no material difference in the real problem of what constitutes Chiropractic. Chiropractic is not a name around which a science has been built. Rather it is a fundamental idea which was conceived in the mind of its discoverer and after the conception of this idea, it was given the specific name, Chiropractic. Chiropractic is, then, all that is implied in the fundamental principle upon which it is founded. D. D. Palmer, when he discovered Chiropractic, discovered the idea that malpositions of the spinal segments produce pressure on nerves which leads to interference with transmission and this interference with transmission in turn leads to functional disorder and disease. He also discovered that by replacing these spinal segments to their normal positions, health was restored, and this fundamental was then and is still today the solid foundation upon which Chiropractic has weathered every factional storm. Chiropractic, then, may be said to embody the idea of interference with transmission of mental impulses and the correction of those conditions which cause that interference, and any system or method which does not hold fast to this fundamental truth, cannot be consistently approved as a part of Chiropractic.

The advantages of cooperative advertising are that the public is not compelled to witness the petty dissensions and squabbings of individual chiropractors and thereby confidence

is inspired in the Chiropractic movement. Cooperative advertising has the further advantage of reducing the entire cost to each member who participates in such a campaign and it gives a workable nucleus where the chiropractors can get together to discuss their problems and come to decisions and arrange policies which are mutually satisfactory and beneficial to all. This implies a more or less idealistic state and it is questionable in my mind if the desired end will ever be fully realized. But the working toward that ideal and the banding together of chiropractors in the smaller communities to that end is an advantage because it will eventually bring about a common platform upon which the vast majority of chiropractors can and will agree. I do not know that cooperative advertising is necessarily the method to be employed to combat this evil of strife and struggle within the profession but I do know, and every thinking chiropractor will agree, that until chiropractors can agree among themselves and can present a solid phalanx and an unbroken front to the public, they cannot hope to gain and maintain the confidence of that public.

**How often do you run your ad in the newspaper?**

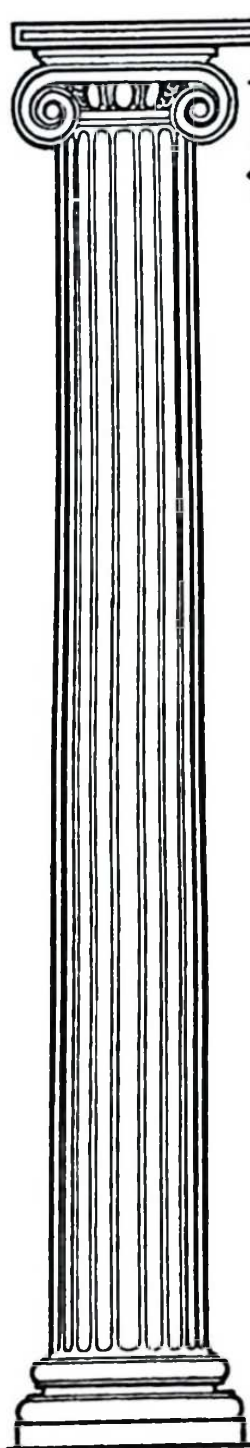
Twenty-six per cent reply that they run their ads daily, 20 per cent reply that they run them tri-weekly, 15 per cent reply that they run them semi-weekly, and 39 per cent reply that they run them weekly. Thus it can be seen that the average is approximately three times per week. This, of course, depends upon local conditions as in some of the smaller communities daily papers are not published and the chiropractor is compelled to rely upon papers which appear at weekly intervals.

On the other hand it is important that the chiropractor take into consideration the issues of the paper which are, because of local conditions, more advisable for his use. For example, papers which are issued in the evening usually carry

their heaviest advertising on Friday, while their advertising on Saturday night is negligible. This for the reason that much of the buying is done on Saturday due to the fact that many offices are closed and many farmers take this last day of the week for their purchasing trips. It would not be sound judgment for the chiropractor to advertise his service in the issues where he has to combat with an exceptionally large amount of commercial advertising. It would be far better for him to advertise in those issues which carried a more limited amount of space. Saturday papers, if they are issued in the evening, are usually very good for the reason that many people read on Sunday the papers which they receive on Saturday night and read them more thoroughly than any other issue during the week. If Sunday papers are issued in the morning, they offer an excellent opportunity for the chiropractor. I merely offer the above as examples of conditions in certain communities dependent upon certain industries and activities. Conditions vary in different places throughout the country and a study of general business conditions and the local activities is of vital importance in the placing of advertising copy.

Above all, however, I would warn against the chiropractor letting too long a time elapse between his advertisements as he will gain far better results by using a more limited space and making his advertising constant. I have known of many chiropractors to enter a community and make a grand splurge during the first day and then remain silent, so far as reaching the public through the newspapers is concerned, for a matter of thirty days. The accumulative value of advertising is very evident and such a policy is essentially unsound. I do believe that a reasonable increase of the space should be made for the opening announcements but if that is done, it should be consistently followed by advertising copy which will constantly keep the name and the profession and the service of the chiropractor before the public.





## THE RIDDLE

It makes the poor man king, and when it steals away, the rich man becomes a pauper indeed. It is health, the most precious gift of life.

**CHIROPRACTIC**  
is most effective in regaining health because it is a system built on natural law—the law which says that health comes from within.

Start getting well today.

# HEALTH & HEALTH

CHIROPRACTORS

Address                      HOURS                      Phone

See page 241

**What is the average amount of space used?**

Column inches per issue	Percentage of users	Column inches per issue	Percentage of users
2	7%	15	3%
3	8%	16	3%
4	3%	18	3%
6	9%	20	8%
7	3%	25	2%
8	5%	30	7%
10	18%	60	2%
12	3%	100	11%
14	5%		

Thus it can be seen that the average amount of space used is approximately 22 inches per issue. It must be remembered, however, that these reports are brought in from those chiropractors whose success in practice is established, and that they can afford to use more space than the new practitioner is granted. Nor should the newcomer in the field attempt to compete with these old established practitioners in spending the same amount of money for his advertising space which they spend, unless, of course, he is sufficiently equipped with finance to weather the growing period in his practice and still maintain his rate of advertising. It is far better to outline a campaign for six months or a year to determine exactly how much money can be spent for newspaper advertising during that time and how often these advertisements will need to be placed. The chiropractor should then compute the space which he can afford to use in each issue and he should keep that up consistently for the allotted time. His efforts in advertising should not be spasmodic.

Many people state that they have had bitter experience in advertising and claim that it is not effective. Too many, however, have made it pay big dividends to accept the opinions of these people because, if a careful investigation is made, it is usually found that either something was wrong with the methods which they used, or the copy which they presented,

or for some one of many reasons their advertising did not return good profits. Advertising in the past was more or less of an experiment and many things are being learned about it every day. Yet today it undoubtedly approaches nearer to a known scientific equation than it ever has done before. The fact that millions of dollars are being expended annually and that in the period from 1910 to 1920 the advertising expenditure in the United States was more than doubled is the best evidence we have of the actual value of this investment.

**Do you use telephone directory advertising?**

Sixty-three per cent reply that they do, while thirty-seven per cent reply that they do not. It is, of course, true that some of these practitioners are located in small communities where the advantages of telephone directory advertising are not as great as they are in cities. Many of the smaller communities do not carry classified advertising in their telephone directories. Many of them indeed carry no advertising except on the covers. Yet in the larger towns and in the cities where classified advertising is carried in the telephone directory, it is almost a necessity for the chiropractor's name to appear in this section.

This advertising is not ordinarily very expensive when one considers its effectiveness. If a stranger comes into a city and wishes to find a chiropractor, the first place that stranger looks is in the classified telephone directory. There he finds the names of many chiropractors and he makes his selection usually as a matter of accessibility rather than for any other reason. It is quite natural, however, to select the name of the individual who uses a display advertisement in this section. The prospective patient naturally reasons that if the chiropractor carries a display advertisement he is probably a chiropractor of some importance and with considerable business or he could not afford to do so. He reasons further that his business is probably based on efficiency. The old

axiom holds true that business attracts business, and so the advertiser who uses display copy is far more apt to show a good profit from that form of advertising than is the practitioner who uses a single line notice.

It is coming into quite common practice, particularly in the larger cities, for chiropractors to band together and to take an entire page for a display advertisement. The chiropractors who are so grouped are usually those who have a common platform upon which they stand. Either they are graduates of some particular school using the same methods, or they are practitioners belonging to some certain association and agree on a common platform which that association affords. In such an advertisement, a brief attractive statement about Chiropractic and its advantages can be made and at the same time the names of the various chiropractors can be inserted, together with the addresses, which are highly important in a large city. By so doing, there is the advantage of getting across to the prospective patient something of the story of Chiropractic which no one of the chiropractors could afford to do alone.

**Do you recommend display advertising in telephone directories, or merely a one-line ad?**

In response to this question, 57 per cent reply that they would recommend display advertising, while 43 per cent reply that they would use a one-line ad. I feel, however, that the evidence is entirely in favor of display advertising and particularly if it can be arranged for the chiropractors to group their advertising on one or more pages and thus have the opportunity of placing copy which will create interest and desire on the part of the reader.

**Do you use road signs?**

Eighteen per cent answer that they do, while 82 per cent reply that they do not. This again is an evidence that the

chiropractors have learned through experience what kind of advertising pays.

Chiropractic is a new movement, a movement about which much must be told before the public is vitally concerned in it. A road sign does not offer the possibilities of telling the Chiropractic story. Even the large bill board signs that are found along most country roads and highways can do little more than carry the name of the institution and a very brief statement of fact about it because it is viewed by people who are passing rapidly and who will not stop to read the sign and have not the opportunity of reading it while moving rapidly.

Then, too, there is a very rapidly growing sentiment throughout the country in opposition to road signs and bill board signs of every kind, except those which are necessary as a service to the traveling public. The contention is raised, and with considerable reason, that large bill board signs and other signs commonly found at crossroads and on telephone poles and fences, deface the beauty of the landscape and take from the public something of the enjoyment which they might otherwise possess. Some states have even gone so far as to pass legislation against the use of such media for advertising purposes. And even if this is not done, there is a resentment in the minds of a very considerable number of the public against the use of this method of advertising. It is, therefore, my opinion that the chiropractor would do well to avoid spending his money for this purpose.

**Do you use a window sign?**

Forty-eight per cent answer that they do, while 52 per cent answer that they do not. These answers to this particular question do not necessarily have a bearing upon the value of window signs. Many chiropractors are located high up in office buildings where window signs are of little or no value. Some of them are located in buildings which will not permit



the use of window signs. Some of them are located with their windows facing other buildings, or for some other reason there is no advantage in using them. I believe, however, that for the small amount of money required to place window signs, it is money well spent providing, of course, that the windows are visible to any considerable number of passersby. The chiropractor, however, should be careful that these signs are of the proper size and are distinctly visible. A window sign which is too small and is not easily read from a reasonable distance is of little or no value, while one which is too large loses its effectiveness because of its glaring proportions. Particularly in a professional way, the public involuntarily associates large blatant signs with cheapness and questionable methods. The chiropractor must be very careful that his window sign does not lead to that reaction on the part of the public.

#### **Do you use electric signs?**

Twenty-four per cent of the chiropractors answered "Yes," while seventy-six per cent answered "No." I think that under certain conditions the use of electric signs is advisable, while there are undoubtedly many chiropractors so situated that an electric sign is of little or no value.

Again the matter of contrasts plays an important part. A small electric sign in the midst of many large electric signs or in a brightly lighted district cannot have the value that the same sign would have in a district not so well lighted and where there are no competitive attractions. In the main it may be said that electric signs are most effective in those places where they are readily visible from the street and preferably at the entrance to the buildings or before the windows of the chiropractor's office. Care must be exercised to not get signs that are in conflict with the city or town ordinances. Some cities will not permit the extension of an electric sign for more than one or two feet beyond the building while other

communities have no such restriction. Despite the character of the reports on this question, I am led to the belief that the large percentage of those who do not use electric signs fail to do so because of the impracticability of displaying them rather than because of experience having led them to believe that they are not advantageous.

### How large are the electric signs used?

The answers involve a variety of sizes and I shall give them here in those sizes together with the percentage of chiropractors heard from who use each.

Size of electric signs	Percentage of chiropractors using
12x20 inches	6%
18x42 inches	6%
18x44 inches	6%
24x40 inches	8%
1½x3 feet	6%
2x2 feet	6%
2x4 feet	30%
2x8 feet	6%
3x3 feet	8%
3x5 feet	6%
3x8 feet	6%
4x6 feet	6%

This gives us a very good average although I know of chiropractors who use much larger signs than those specified here. I know of one Chiropractic office in an outlying business district of one of our large cities which attributes the most of its success to the pulling power of a huge electric sign on the top of a two-story building. I know another Chiropractic office in a city of a quarter of a million where the Chiropractic offices, located on the third floor corner, show a huge electric sign on the two streets which the offices face and they attribute a very great pulling power to this sign.

Such signs cost a great deal of money to install and involve a considerable expenditure to operate. Yet if the chiropractor can afford to use them and if his business is sufficiently well established that he can suffer a loss on them for several months if necessary, it is, I believe, a paying investment, with the provision of course that the sign is located in such a way that it can be read and must be seen by thousands of people.

**Do you use direct by mail advertising such as circulars, booklets, etc.?**

Seventy-four per cent of the chiropractors answer this question in the affirmative, while twenty-six per cent answer in the negative. Chiropractors are giving to the public a service which is more or less unusual; that is, they are not advertising a commercial product and they are advertising to a more or less limited class of people. Newspapers reach all classes of people, including those who are ill and those who are well. It is quite natural that those who are well are not particularly concerned in the chiropractor's service, nor will they be until the chiropractor is successful in selling to the public the idea of Chiropractic adjustments for the purpose of maintaining health as well as regaining health after it has been lost. With this general premise in mind, it must be reasoned that only a limited number of those who receive the newspaper are actually prospective buyers of the chiropractor's service. Therefore at least a part of the money which he spends in newspaper advertising is spent to reach people who are not good prospects.

On the other hand, direct by mail advertising affords a medium whereby the person who is, through circumstances, a live prospective patient is reached directly and the message of the chiropractor is of essential concern to him alone. It is for this reason that direct by mail advertising appeals to such a very large proportion of the chiropractors. They have

learned that this method is more effective than any other in bringing results and convincing the sick people that the chiropractor's service is advantageous. Direct by mail advertising also offers the additional advantage of carrying to the prospective patient the story of Chiropractic in more detailed form. Of course an understanding of the subject in all its phases can be accomplished only by a thorough study of Chiropractic, but at least a sufficient ground work in the Chiropractic fundamentals can be carried in direct by mail advertising to show the prospective patient the logical basis upon which it is founded and when this is done a large part of the prejudice, which the chiropractor finds it is necessary to overcome, has been eliminated and he is in a position to plant the suggestion of action in a fertile mind.

**Do you have Chiropractic tracts and pamphlets in your office?**

Ninety-eight per cent of the chiropractors answer this question in the affirmative and only 2 per cent in the negative. This shows the widespread favor in which Chiropractic booklets and pamphlets are held by the profession at large. It is evident that experience has taught these people that this method of advertising is very advantageous and one with which they cannot afford to dispense.

Disease tracts and booklets explaining the fundamental principles of Chiropractic, when displayed in the chiropractor's office, lead to an interest in Chiropractic which can be aroused in no other way as effectively. While patients are waiting, they are prone to pick up these little tracts and glance through them. Their minds at that time are in a receptive mood and they have nothing else to do while waiting for the chiropractor. The result is that on every occasion an opportunity is given of driving home a certain amount of Chiropractic information which that patient will in turn use in explaining Chiropractic to his or her friends. Every one is more or less inclined to pass on information which has been gained and

which is new to him. If the patients of the chiropractor can be thoroughly educated along the lines of the Chiropractic idea, this is the most effective means of spreading the message of Chiropractic that the practitioner can evolve. It is most effective because word of mouth information is in itself effective, and, further, because the greatest number of people can be reached in this manner.

**Have you a systematic way of distributing Chiropractic tracts and pamphlets?**

Sixty-four per cent reply in the affirmative, while 36 per cent reply in the negative. In this connection I might say that in my opinion there are many thousands of dollars wasted each year by the chiropractors not having a systematic and effective way of distributing this literature. Too often these booklets are placed in an envelope and sent to the address of the prospective patient without any other word of explanation. Too often they are distributed from house to house, and they meet the common fate of most literature of this kind. They are gathered up by the housewife or by the janitor as soon as they are discovered and very little attention is paid to them. Even if they attract attention, it is also true that they create a certain degree of resentment and unless they are accompanied by a letter of explanation or a verbal explanation from the chiropractor, they lose much of their value.

**Do you send direct by mail advertising regularly?**

Sixty per cent state that they do, while forty per cent state that they do not. The importance of sending direct by mail advertising regularly cannot be overestimated. The same principle is involved here as in consistency in the placing of newspaper advertising. There is an accumulative value in direct by mail advertising and there is a definite reason why it should be sent at certain stated intervals.



The follow up system should not be sent with the different pieces too far apart because in doing so interest is permitted to lag and much of the value of the previous pieces will have been lost. On the other hand it is a mistake to send the follow up literature with too little time elapsing between the different periods of sending. This for the reason that the prospective patient has not had time to thoroughly digest the contents of the former communications, and for the further reason that if sent too close together the prospect looks upon the literature as more or less of a nuisance. Experience has taught that the best interval to permit to elapse between mailing dates is from seven to ten days, but this should be kept up regularly during the entire course of the campaign. Regularity is to direct by mail advertising what consistency is to newspaper advertising. There should, however, be a limit placed upon the continuance of direct by mail advertising but this limit is not necessary in newspaper advertising. The reason lies in the fact that direct by mail material goes to more or less known prospects. The chiropractor knows that the prospective patient is sick and is in need of his service. It is seldom that the first piece of mail is sufficient to decide the patient but the subsequent material should bring about a decision, usually on the fourth or fifth mailing. If it does not, it is well for the chiropractor to discontinue that name for the time being although he may with good success add it at a later time. Even though he keeps up his series of letters or other literature for a period of 150 days rather than 50 or 60 days, he will get some few results from the last few mailings but they will be negligible as compared to those which he receives during the first five or six mailings, and it is questionable if it will actually pay.

**Have you tried a follow up letter system?**


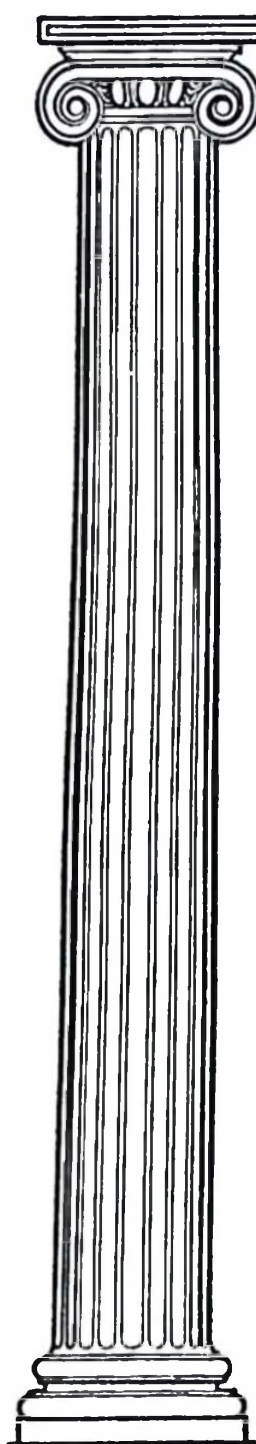
Forty-one per cent answer in the affirmative, while 59 per cent answer in the negative.

There is a great deal to be said about this follow up letter system but like all other advertising, the value of the system cannot be fairly estimated without taking into consideration the character of the letters sent, their attraction interest, their ability to produce desire and their effectiveness in producing action. If a series of letters is used which does not have these qualities to recommend it, the results will be poor. Yet the results in this particular case would not be a safe criterion as to the effectiveness of the system. I believe the time is coming when the largest proportion of the Chiropractic profession will use the direct by mail system with particular stress being laid on the follow up letter system.

How did you build your direct by mail list?

Five per cent state that their lists were compiled from polling lists, 47 per cent compiled their lists from directories, both city and telephone, 2 per cent compiled their lists from newspaper advertisements, 46 per cent built these lists from names given to them by their patients.

In other words, only forty-six per cent of those who have tried the direct by mail campaign, have built their lists in the proper way. Polling lists, directories, and newspaper ads do not carry the names of likely prospects. In other words, the names taken from these media are in the main not people who are ill enough to feel the need of the chiropractor's service. It is a general list and does not offer the proportion of value which a selected list would do. Much of the money that is thereby expended for postage and material and overhead falls on barren soil from which it could not be expected that gratifying results could be obtained. The only logical way to build a mailing list for a direct letter campaign is through the patients who are already being attended by the chiropractor. These people not only offer the chiropractor an entree through the mails to gain the attention of their friends,



If you are informed, you know  
the vital importance of the ner-  
vous system in producing function  
in every vital organ.

**CHIROPRACTIC**

is the most logical of all health  
science because it is founded on  
this knowledge of the nervous  
system. You are entitled to a  
logical explanation of our work.  
Let us give you that explanation.

Start getting well today.

**HEALTH & HEALTH**  
**CHIROPRACTORS**

Address HOURS Phone

See page 241

but they also give him only the names of those people who they feel reasonably certain are in need of the chiropractor's service. Thus practically every name on that kind of a list is a real live prospect.

#### **How often were these letters sent?**

Nineteen per cent state that they were sent every seven days, 14 per cent state they were sent every ten days, 15 per cent state they were sent every fifteen days, 40 per cent state they were sent every thirty days, and 5 per cent state that they were sent every ninety days. Thus the average space of time between these letters was approximately twenty-three days.

There can be no definite rule made for the number or the intervals between a follow up campaign because they cover such a wide field and the products which they advertise vary so greatly, but I am of the opinion that those chiropractors who permit an interval of not more than ten days, nor less than seven days, between the mailing of the different pieces will get the best rate of returns.

An interesting tabulation of the results obtained by an extensive direct by mail advertising campaign can be gained from the report of a concern which sent out eight letters during an advertising campaign for a piece of household equipment. The first letter was sent to 4000 prospects and led to 165 sales. The second letter, going to 4000 prospects, led to 85 sales. The third letter, going to 5700 prospects, led to 80 sales. The fourth letter, going to 9000 prospects, led to 150 sales. The fifth letter, going to 7000 prospects, led to 65 sales. The sixth letter, going to 8000 prospects, led to 70 sales. The seventh letter, going to 3000 prospects, led to 7 sales; and the eighth letter, going to 800 prospects, led also to 7 sales.

This shows the probable falling off of the returns after the fourth letter and the very serious falling off in response

to the seventh and eighth letters. The above figures are substantially correct and are of value to the Chiropractic profession only insofar as they show the pulling power of the different numbers in a series of letters. They substantiate the contention that the proper number of letters to be sent is six and that even though some results may be obtained from further follow up letters, they are negligible as compared with the cost of producing and sending them.

**How many letters were sent in your follow up letter campaign?**

The following table shows the response:

Number of letters sent	Percentage of chiropractors sending them	Number of letters sent	Percentage of chiropractors sending them
100	4%	1000	24%
200	8%	1500	4%
300	4%	3000	4%
500	24%	5000	4%
700	4%	6000	8%
800	4%	30000	8%

From the above it can be seen that the average number of letters sent was 3712 which, on the basis of six letters per person, covered an average mailing list of a little better than 500 prospective patients.

**What was their pulling power?**

Of those who answered, 8 per cent stated that this was the best advertising they had ever used. Fifty-three per cent reported that the results were good. Twenty-four per cent replied that the results were poor and 15 per cent reported that they were negligible.

I cannot impress here too strongly the opinion that a direct letter campaign is a most valuable medium for the chiropractor to utilize. I realize that the figures given above show only 61 per cent good or excellent results, while 39 per



cent show poor or negligible results. I believe that can be accounted for by some error or errors either in the method of distribution, in the building of the mailing list, or in the character of the letters sent. If the mailing list is carefully built, if the letters are properly written, and if they are properly distributed, I believe that this method of advertising the chiropractor's particular service is of inestimable value.

**Do you send your material under first class postage?**

Fifty-two per cent of the chiropractors reply that their material is sent under first class postage, 21 per cent indicate that it is sent under one-cent postage, and 27 per cent indicate that their material is distributed from house to house.

I cannot too strongly condemn the practice of house to house distribution of direct by mail material. Very little results are obtained through this method and the chiropractor is not only led to spend much money which is, in part at least, wasted, but he also becomes discouraged with advertising and is very apt to criticize all forms of advertising. This is not only unfair but is a distinct disadvantage to himself.

In the commercial world, manufacturers and retailers differ in their opinion as to the value of distributing under one-cent postage or under two-cent postage. Some maintain that one-cent postage is equally effective with two-cent postage, while others are entirely opposed to that viewpoint. In studying over this problem, the student of advertising is led to the conclusion that much depends upon the character of the material being offered and the personnel to whom the appeal is being made. Certainly, however, a professional appeal from a professional person, dealing with such a vitally important subject as the health of the prospect, is far more effective under two-cent postage. Not only is it more apt to

be read but its very first impression is a much more favorable one. The natural reaction of the prospective patient is that you are taking a great liberty to send them material dealing with such a personal matter as their health and to do so under one-cent postage.

**What cards, pamphlets, or booklets have the greatest pulling power?**

I would not here give all the figures returned because of the competitive lines of service which are involved. I feel, however, that it is only fair to state that of the answers received, approximately seventy-six per cent give the greatest credit to disease tracts, special booklets and *Chiropractic Educators*. All of these media are excellent. They have been in use for years and the very best efforts are put forth in their production.

The disease tracts and special booklets which have been produced in the last several years are in the main illustrated with attractive pictures which not only grip the attention of the reader but many of these pictures tell a complete story and lead to a more careful perusal of the printed page. They are of such a character that no chiropractor need be ashamed to place them in the hands of his most exacting patients or prospective patients.

*The Chiropractic Educator* is, without question, the most popular advertising medium in the profession today. With an average sale for the past several years of over one million copies per month, it has shown a substantial growth which is the best evidence of its productive value.

**Is your location an important factor in your business?**

Seventy-five per cent answer in the affirmative, while 25 per cent answered in the negative.

I refer the reader to that section dealing with the problem of selecting a location for a more detailed discussion of this particular problem. I cannot but feel, however, that the

25 per cent who state that their location is not an important factor in their business would find that it might be an important factor if they selected a more advantageous one. Certainly the entire experience of business concerns leads us to the conclusion that location is a most important factor, while this is equally true of professional offices other than those of chiropractors.

**Was it an important factor in getting started?**

Sixty-eight per cent answer in the affirmative, while 32 per cent answer in the negative. This in itself would seem to indicate that the location is a very vital factor in bringing patients to the chiropractor's office who might be reached in no other way. When a chiropractor locates in the beginning, he must depend upon his advertising and location to produce his first patient, providing, of course, he is not personally acquainted and has no other means of obtaining business. That 68 per cent of the chiropractors found their location an advantage in getting a start would indicate that that location also has an important bearing on keeping up business which has once begun.

**What advertising media bring you the best returns for money spent?**

Two per cent said that window display advertising is most effective for the expenditure, 4 per cent gave the credit to moving picture advertising, 6 per cent gave credit to telephone directory advertising, 21 per cent gave greatest credit to direct by mail advertising, 27 per cent to distribution of Educators and 40 per cent to newspaper advertising.

This percentage, of course, is based proportionately upon the money expended and the 2 per cent who have indicated that window display advertising gives them the best results for the money spent does not necessarily lead to the conclusion

that window display advertising is their best advertising medium, nor that it brings them the most business, but rather that it brings them the most business for the money spent.

It will be observed here that the three dominating factors are the direct by mail advertising, the *Educator* advertising, and the newspaper advertising, with the greatest credit going to the newspapers. This substantiates our contention that the two great phases of advertising which the chiropractor should concentrate upon are newspaper advertising and direct by mail advertising. Thousands of dollars are spent by the Chiropractic profession every year in buying knick-knacks and novelties, and entering into various advertising schemes, most of which are sold to them by high pressure salesmen, only to find that these methods are uncertain in their results. I am fully cognizant of the fact that there are a few chiropractors who use novelty advertising effectively but they are very few and much of the success depends upon peculiarities, or in other features which these chiropractors have.

For example, I know of one chiropractor who is located just around the corner from a public school where approximately three thousand people are in attendance. This chiropractor finds that novelty advertising of inexpensive articles which appeal to the students is a most excellent form of advertising and leads, not only to an active interest by the youngster, but also leads to the chiropractor's name being carried into several thousand homes in the immediate vicinity.

I know another chiropractor who has a personality which is particularly appealing to small children. Wherever this chiropractor is seen on the streets, the kiddies of that community know that in his pocket somewhere there are little packages of mints and it is surprising the number of children who know him by name and who think a great deal of him.

This is because he has a happy faculty with children which many people do not possess. In his case it cannot be denied that novelty advertising is effective. Because it is, however, is no reason why we should put our stamp of approval on novelty advertising as a general system.

How did you obtain your first paying patient?

Ten per cent state that their first patient was obtained through another chiropractor. Nineteen per cent state that their first patient came through personal friends. Ten per cent obtained their first patient through chance of circumstance, from perhaps a visitor or an agent who happened into their office when they first opened. Nineteen per cent obtained their first patient through personal solicitation. Four per cent obtained their first patient through offering to do charity work. Twenty per cent obtained their first patient through newspaper advertising, and eighteen per cent through direct by mail advertising.

I offer these figures here in the hope that they may be of service to chiropractors about to locate, or who have located and are desirous of building their business to larger proportions. It can be seen that newspaper copy and direct by mail advertising are given credit by 38 per cent of the chiropractors interviewed. If this is true in obtaining the first patient, it is even a greater factor in the obtaining of subsequent ones providing the service which has been rendered to the public is the kind of service which warrants confidence and respect.

Personal solicitation is not advisable, in my opinion, in general practice although there is no great objection to its being used when a chiropractor first locates in his community. It is more or less excused at that time because people are cognizant of the fact that one has to have some way of getting a start. To do so, however, after the practitioner has been in business for several months or even years, leads to the quite



natural conclusion on the part of the person being solicited that the chiropractor cannot be very competent else in the length of time he had been in practice he would have a sufficient following that such solicitation would be unnecessary.

### What does your advertising cost annually?

The following table gives the expenditures of the chiropractors heard from in response to this questionnaire.

Annual expenditure	Percentage of chiropractors
From \$ 100.00 to \$ 500.00	21%
From \$ 500.00 to \$1000.00	32%
From \$1000.00 to \$1500.00	19%
From \$1500.00 to \$2000.00	11%
From \$2000.00 to \$3000.00	5%
From \$3000.00 to \$5000.00	12%

From the above it can be seen that the average expenditure is \$1327.00. This is, of course, considerably more than many chiropractors spend and it is certainly more than the average beginner can afford to undertake. However, in advertising the same sound principles of good business should be applied as if the chiropractor were conducting a commercial enterprise. A reasonable amount of money must be spent in advertising to obtain a start but it is my opinion that the chiropractor should budget his advertising expenditures for the coming year based upon the year just passed. It should be his endeavor to determine what proportion of his income he can afford to spend for advertising purposes and then apportion that budget in such a way that it will give the most effective service, ever bearing in mind that newspaper advertising and direct by mail advertising are the two important features which should receive the largest amount.

Right at this time it might be of value to offer a suggestion which was given to me a short while ago by a chiropractor

who has been very successful in field practice. This chiropractor stated that he was constantly being asked to donate to school programs, church socials, and other functions. One does not realize until one is in practice the number of people who come into an office soliciting for every sort of a movement under the sun. This chiropractor is a business man. He apportions his advertising fund months in advance and when these enterprising movements are put up to him for his support, he simply tells the committee or the individual who is calling that he apportions his advertising in advance and that his advertising for that particular month has been entirely placed; therefore he is not in a position to spend any further money for advertising purposes. Realizing, however, that to leave the matter rest there might create in the minds of the solicitors and the people whom they represent the impression that the chiropractor is not interested in the community's activities, he always follows up this statement with the offer to donate a few dollars to the movement which is represented even though he is not in a position to buy advertising space. In other words he gets out with a far less amount of expenditure than he would spend for advertising space, and at the same time he leaves the impression with the visiting committee that he is in favor of their movement and is heartily in accord with their purposes.

What advertising media do you now employ?

From the answers, approximately 47 per cent is employed in newspaper advertising, 42 per cent in direct by mail advertising, and 11 per cent in directories, programs, and novelties.

This is indeed a very creditable showing and is perhaps the best evidence of the greater value of newspaper advertising and direct by mail advertising in producing returns on the money spent. This direct by mail advertising includes not only direct by mail letters, but it also includes *Chiropractic Educators*, disease tracts and various forms of printed material

which are sent directly to the prospective patient list. A certain proportion of that also includes the direct by mail literature and letters which are sent to former patients or patients then on the active list.

I feel that it is a mistake to make any comparison between either of the two leading methods for the reason that each has a field to cover and each works in harmony with the other. To use direct by mail advertising to the exclusion of newspaper advertising is, in my opinion, a mistake except under unusual conditions which the average chiropractor does not meet.

On the other hand I believe it is a mistake to use newspaper advertising to the exclusion of all other methods because, while newspaper advertising is undoubtedly efficacious in producing results, certainly it can be more effective when it is combined with properly selected direct by mail material. One of the great difficulties, not only in the Chiropractic profession, but in all lines of endeavor, is to utilize only those forms of advertising which show the greatest amount of direct results. Many forms of advertising do not show direct results; yet they have a very intrinsic worth nevertheless.

As an example we might point to billboard advertising and other forms of advertising which are used by some businesses for the purpose of keeping the name of that institution or business before the public. This sort of advertising does not sell directly anything which that firm has to deliver, but it does keep the firm's name before the public in such a way that when the occasion arises for something in that line to be purchased, that name is the first one that comes to the mind of the buyer. He then proceeds to look up the name of the firm in the telephone directory, or in some other way, and eventually a transaction is consummated. Now one would not say, and many buyers would not think that the constant advertising of the firm and the constant keeping of the name of the firm before the public was a factor in that transaction.

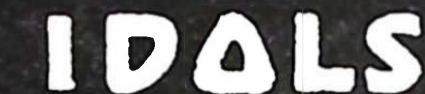
Yet it is nevertheless, and while the money expended to keep the firm's name alive in the prospect's mind does not show the direct financial returns that other forms show, it has its place and in some lines of endeavor is a very valuable asset.

Few visitors who have ever been to New York City and have walked down Broadway have bought Wrigley's chewing gum as the direct result of the huge electric sign which is the largest electric sign on Broadway, being 200 feet long, 50 feet high, and with 50,000 electric globes. Yet once having seen this sign, the individual is impressed and in telling his friends of his experiences in New York, he is very apt to mention the wonderful electric display on Broadway and among the outstanding features is the Wrigley sign. The value of this sign to the Wrigley Company cannot be computed; yet it undoubtedly pays big dividends in indirect returns.

**What media would you advise for a new practitioner in getting started?**

Twenty-four per cent advise the use of *Chiropractic Educators*. Fifty-four per cent advise the use of newspaper advertising. Thirteen per cent advise direct by mail advertising. Three per cent advise movie advertising. Two per cent lay the greatest stress on a good location. Two per cent suggest the use of telephone advertising, and two per cent advise that the new practitioner do charity work in order to obtain a start.

I feel that there is no question but that all of these methods may have some merit. Yet certainly the preponderance of evidence would show that if the beginner has only sufficient funds to do a limited amount of advertising, he should concentrate on newspaper advertising and on the use of *Educators* or other direct by mail material. I personally feel that direct by mail material is most effective when sent to a carefully selected list. That list cannot be properly built in a few days



*They have no part to play in the modern life of today. They are relics of a primitive civilization. And so many of our old ideas about health are being outgrown.*

# CHIROPRACTIC

*is the greatest forward step in modern health science. It is founded on sound principles, and its record of getting sick people well has made it the foremost drugless health system of today.*

***Start getting well today.***

# HEALTH & HEALTH

## CHIROPRACTORS

### Address

HOURS

Phone

**See page 241**

or even in a few weeks. Knowledge of the community and some experience in adjusting the people of that community is an essential factor in the building of a proper mailing list, and without a selected list, direct by mail material loses much of its signal and peculiar value. On the other hand, newspaper advertisements reach the largest number of readers and if properly written, are more apt to produce good results than any other single expenditure. This is, of course, true in a small community or in a small city. In the large cities it is not practical and special methods must be used under such circumstances.

I know many chiropractors located in large cities and in large office buildings who have made it a point, and have found it very valuable, to cultivate the friendship of the elevator man, or of the doorman, and of the other employees around the building. These people are constantly being asked questions and they have a wonderful opportunity to assist the newcomer if they are properly encouraged.

I believe that one of the things I would do, if I were locating in anything but a large city, would be to get small stickers printed with only my name and address on them. These stickers should be gummed on the back and there should be a blank space where figures could be written. I would distribute these to every gasoline filling station in the community and to every garage in the community with the request that they make use of them in giving their patrons service.

Every one who drives an automobile knows that the oil in the crank case should be changed every four or five hundred miles. People who are careful of their automobiles do not neglect this important feature. Yet the majority of them trust to their memory. I would place these stickers in the hands of the garages and filling stations with the suggestion that whenever they change the oil in the crank case, they paste one of these small stickers on the glass of the speedometer, filling



in the mileage so that the sticker will read something like this:

Change oil at 10480 miles  
Courtesy  
F. G. Blank, Chiropractor,  
22 Block St.

If you can get the cooperation of a number of garages and filling stations, this form of advertising will be very cheap and will serve to apprise a very large number of people in the community of your presence and your business and your location. It will not only be constantly before the driver of the automobile but it will be before every one else who rides with him, and is, in fact, a real service to the automobile owner.

There are many of these little courtesy ideas that can be figured out. Their value lies in their cheapness and in the favorable reaction that comes from them toward the individual even though they do not undertake to sell the Chiropractic idea. They put the chiropractor in a position where, if Chiropractic is mentioned, his name is immediately associated with the word Chiropractic.

**Have you experienced any results from a systematic house to house canvas?**

Eight per cent reply that they have, while 92 per cent reply that they have not. Of course many of those who replied that they have not, have never given that method a trial, nor do I advise its use unless it be an emergency where the chiropractor simply has not the money to advertise and must take some method of reaching the people.

I believe, however, that if it is done at all in the case of emergency, it should be courteously and not insistently. I believe that the chiropractor should keep uppermost in his mind the idea that he merely wants to present himself to the

housewife or to the family in order that they may meet him personally, recognize him when they see him, and be impressed by his personality. In other words, his talk should be along the line that he feels that Chiropractic is a service to the community and that being offered to people who seek it for the sake of health, he feels that they have a right to know the kind of person to whom they are to entrust their health. With this sort of an idea in his mind and with that sort of information left at the homes where he calls, he will avoid the criticism of being entirely commercial and will at the same time present his idea in a logical and business-like manner.

**To what extent do you devote your time to free clinic work and charity, and with what results?**

Nineteen per cent state that they do no charity work whatever, while 14 per cent state that they disapprove of charity work and feel that it is not a constructive practice. Twenty-eight per cent state that they do very little of it and that the results obtained from it are negligible. Fourteen per cent state that the results are good, and 25 per cent state that they approve of charity work and feel that it is productive as a business getter.

From these figures it is very hard to draw a fair conclusion because in the question of charity more enters the equation than just the record of its business success. There is an obligation which every individual with ability to relieve suffering should feel. If the case is a bona fide case of poverty and is in actual need of the chiropractor's service, it should be taken care of whether the patient is able to pay or not. I feel certain that those who have no charity cases are in that situation either because the occasion has not presented itself, or because there is some other way for that kind of case being taken care of in their communities. I feel further that of the 14 per cent who disapprove handling charity cases, this disapproval is a disapproval so far as the commercial results are

concerned and not a disapproval from the humanitarian standpoint. I feel equally certain that any one of these people, even though they disapprove of charity work and even though they do not make a practice of it, would give their professional service in those cases where it is needed and where the people are actually poor and cannot pay.

It is, however, entirely questionable whether charity service is actually of value unless it is very carefully handled. To take a patient and give him service merely on his word that he is unable to pay, is bad business and is entirely unnecessary. If the person is really in need, there is always some individual or group of individuals who will recommend him and who know absolutely about his situation. I might in this connection say that chiropractors often turn to the minister or priest for advice as to the financial ability of the person involved, and I believe experience has shown that these people are not good authority on this particular feature. They are not good authority because by training and nature their vocation is one of helpfulness. They are too often not good business people and are more inclined to be decided by their emotions and desire to do good than by the actual facts of necessity.

On the other hand, there is in every reasonably sized city of the country an organization known as the Associated Charities, or some similar central point, where information of this kind can and will be given. In the smaller communities it is not hard to know, and it is not hard for the chiropractor to make a personal investigation, but in the large communities this becomes more of a problem and he should depend largely upon those organizations which have to do directly with charities of all kinds.

I think, too, that it is a mistake for a chiropractor, except in rare instances, to give his service without any implied or real obligation on the part of the patient. Too often when this is done, the patient, feeling no obligation, is prone to think lightly of the service rendered and to discount perhaps results

that might otherwise be credited to the chiropractor. Every chiropractor who has been in business for any considerable time and who has done any great amount of charity work, realizes the truth of this statement. Charity patients are perhaps less appreciative of the chiropractor's service than any other single class of patients. This is the natural result of getting something for nothing.

I know one chiropractor who handles this problem in a unique and yet very effective manner. When a patient comes to that chiropractor for service and claims that he is unable to pay, the chiropractor investigates and if he is convinced that there is financial stress, he tells the patient that he has only one price and that that price holds for everybody. However, he does not feel that lack of immediate funds should prevent any one having the kind of service he needs for the recovery of his health. Therefore he makes a proposition something like this: that the patient be compelled to pay \$1.00 or \$2.00, or whatever, in the chiropractor's judgment, is reasonable and can be paid. The chiropractor further insists that the patient sign a note for the balance of the full fee with the assurance that he will not be pressed on this note, but that the chiropractor will not attempt to collect it until the patient is in a position to pay.

This same chiropractor has no intention, in many cases, of ever collecting the note. But the thing he does is this: When the patient has recovered his health or when he is dismissed by the chiropractor, that chiropractor calls the patient into his office and has a talk with him. He puts the proposition up to the patient as a business one and states that while he does not do charity work and does not adjust at reduced rates, he has the right to invest his money in any enterprise which he deems advisable. He then tells the patient quite frankly that he feels it would be unfair to ask him at this time to pay his note; yet he knows that the patient is appreciative of the service which has been rendered. He then tells the

patient that he is going to invest the amount of that note in the patient by returning his note, that he feels the investment will be a paying one for him because the patient has recovered his health, or has received marked benefit, and is in a position to do the chiropractor a great deal of good. With this sort of a talk given directly to the patient, he is far more apt to feel obligated to the chiropractor than he would if the service were rendered gratis and he knew from the beginning that it would be a gratis service. By following this method, the chiropractor is enabled to enlist the active support of many people who otherwise might be lost to him as boosters.

I know still another chiropractor who sends his patients statements every single month even though he knows that they are unable to pay. When Christmas time comes around each year, he goes through his list of accounts and when he comes across those people who he feels are poor and cannot afford to pay their bills, he sends them a receipt for the entire amount with his best wishes for a happy and cheerful holiday season. By doing it in this way, he gets away from some of the disadvantages of charity work.

In some of the larger cities it is found advisable to operate clinics for those people who are unable to pay. I would say that all of these clinics should be operated either at a time separate and distinct from the regular office practice, or that they should be operated in a location removed from the regular office of the practitioner.

**Have you tried interesting a church congregation through the preacher or priest, and with what results?**

About 67 per cent signify that they have never tried this method and about 33 per cent indicate that they have. Of these only about 20 per cent claim to have had good results from this method, while the remaining 80 per cent claim that the results are negligible.

Some of the chiropractors state that the pulpit is fearful

of the influence of the physician and for that reason they hesitate to act. I think there is some truth in this latter statement in some cases, although it is probably not as universally true as one might be led to believe. I know of a number of chiropractors who have been helped wonderfully by the influence of the priest or minister, or other people who are in a public position and are depended upon by many people for their advice.

One of the things that the chiropractor who is just starting will find of value is to get in touch with some of the leaders in the community where he locates. He should make a study of the situation to find who is the logical person or persons to approach. Sometimes it is an influential citizen in business. Sometimes it may be an influential woman in club work. And then again it may be a worker in charitable organizations or in the church. In any event the chiropractor should go directly to this person or persons and lay his case frankly before them.

My suggestion would be that he tell them that he is a newcomer in the community and is representing a profession with which they may not be familiar, that he cannot expect to gain their confidence until he has demonstrated the value of the science which he represents. Tell them further that they undoubtedly know a few people who are ill and are in need of his service and that he will be very glad to take care of these people for a limited time without charge just for the opportunity of proving to the community what Chiropractic can do. With such a frank statement of fact, he should have little difficulty in enlisting the cooperation of one or more influential people, not to the end of recommending him, but rather to the end of giving him an opportunity to demonstrate his ability. This is all that any chiropractor can reasonably ask for. He should then keep that person or those persons posted constantly on the progress of his cases and should take advantage of every favorable showing to impress upon them the value of his service. Such a procedure cannot help but



gain the respect and good will of some of the influential people of the community and it comes at a time when the chiropractor has plenty of leisure to do that sort of thing. It is, in my judgment, a very effective way of establishing his value and the value of his science in the community.

## CHAPTER III

### **CAPITALIZE YOUR RESULTS**

There are very few chiropractors who have been in practice for six months but what have had some splendid results. I have seen some very fine chiropractors, however, who have utterly failed to make use of those results so far as advantage to themselves was concerned. In the minds of these people there seems to be a fear of pushing themselves forward, a timidity which they are very apt to call modesty. Modesty, however, never put any business or profession before the public. I say this with the full recognition that many big business men and heads of financial institutions are modest about some things. Many of them are personally modest about their attainments but none who has been successful in pushing his business to the front has carried that modesty into the policies of his business. The successful advertiser and the successful business man are those who take advantage of every opportunity to keep themselves, their ability, and their products before the public.

### **Duty vs. Ethics**

Some chiropractors seem to feel that they are going beyond the limits of propriety when they presume that patients, who have received benefits from them, should be expected to concern themselves further in the welfare of the chiropractor. Some of these practitioners call it unethical to push themselves and their ability or to seek publicity about these important facts. Nothing, however, could be further from the facts. Every chiropractor has spent a world of concentrated effort and considerable time in obtaining a knowledge which fits him to bring to the people of his community a service, and any-

thing which will effectively apprise that community of his ability to render that service is not only a privilege which he possesses, but a duty under which he is obligated.

This same chiropractor, if he saw a fellow traveler in distress, would not think of passing him by without proffering assistance. It would not enter his mind to stand on the street and look down at the sufferings of some little child who had been struck by an automobile, without in some way offering to give aid. It would be entirely contrary to human nature for him to wait until the child should appeal for his assistance.

I know the above example seems absurd, and yet it is not so far removed from the picture of the chiropractor who locates in a community with splendid ability and sits down quietly to wait for people to seek him out and to learn, or perchance to never learn, about the service which he can render them and which he should feel obligated to render. He carries with him a responsibility wherever he goes; a responsibility that expresses itself in ministering to others as only he can do. Knowing that he has the ability to relieve distress and suffering and pain and sickness, it becomes, not only a privilege to do so, but an obligation, and it likewise becomes an obligation for him to apprise the greatest number of people of that ability. Why? Because in doing so he increases the scope of his activities and widens the circle of his beneficent influence.

### **Satisfied Patients**

Successful chiropractors are pretty thoroughly agreed that the very best advertisements they have are the satisfied patients and particularly that type of person who will talk to his or her friends, tell them about the good the chiropractor has accomplished, and urge them to seek his counsel and service. Other forms of advertising are good; some of them return big dividends on the money spent, but none of them can be as effective as the satisfied patient who becomes an enthusiastic

salesman because of the experience which he has had. Some practitioners seem to have the knack of capitalizing on the results they have obtained with their patients, while others seem utterly devoid of that ability. It is not that they are devoid of the ability, but rather it is because they have not properly trained or influenced the patients whom they have benefited.

### **Common Experience**

One of the most common experiences I have related to me goes something like this:

"You know a few months ago I had Mrs. Brown as my patient. She came to me for a goiter after she had tried a dozen different physicians and specialists without results. She came to me because she had heard that I obtained some remarkable results although she herself was somewhat skeptical of my ability. I adjusted Mrs. Brown and the goiter entirely disappeared. She was very grateful indeed. When she left my office for the last time, she was most enthusiastic about the work I had done. But do you know, just lately I heard that Mrs. Brown had called in a physician when one of her little children was suffering from a severe case of colic. It just seems that these people have been so thoroughly imbued with the idea of medicine that a physician is the first person who enters their mind in case of sickness. If we chiropractors could only get the acute cases as well as the chronic cases, we could show much more remarkable results and progress much faster, but it seems that people have the idea that Chiropractic is good for only certain things, while it is entirely ineffective in other things."

The stories vary somewhat as to the type of disease and the details of the experience, but in substance they are the same. Practically every chiropractor has had many experiences with people who have had splendid results from him calling in some other practitioner because they did not know

that the chiropractor handled that sort of case. Whenever I hear such a story, I am convinced that that chiropractor has failed to thoroughly sell his former patient on the effectiveness of Chiropractic. In the case cited above, he sold Chiropractic as a method of eliminating goiter and undoubtedly Mrs. Brown would advise any of her friends suffering from goiter to see the chiropractor. But Mrs. Brown also knows many, many people who are suffering from other incoordinations; yet it never occurs to her to advise them to try Chiropractic because she does not look upon Chiropractic as effective in these other conditions. Even in her own family she fails to realize what it can do.

### **Proper Methods**

This can be very largely avoided if the chiropractor will make it a point to sell to each one of his patients Chiropractic as a fundamentally sound principle which is applicable to all manner of disease. He makes a mistake when he begins to talk to Mrs. Brown about Chiropractic for goiter. He should first thoroughly lay the ground work of Chiropractic in its fundamentals. He should explain the messages that are sent from the brain to the tissue cell and how those messages lead to normal function. He should explain how those messages are interfered with and he should explain how the chiropractor corrects that interference. With this as a foundation, he then applies those principles to the particular condition of goiter for which Mrs. Brown came to him, but he should not fail to impress upon her then, and at every future opportunity, the fact that Chiropractic is wide in its scope and is effective in handling the great majority of diseases, both acute and chronic. He should make it his business to find out if Mrs. Brown has children, and if she has, he should impress upon her the importance of Chiropractic in dealing with the acute conditions to which all children are subject. He should firmly implant

that thought in her mind. But how many chiropractors do? Instead of taking the time and trouble to do that, he lets it slide, possibly because he does not realize its importance. No chiropractor should permit a patient to leave his office after obtaining good results without leaving in that patient's mind, as a last thought, the value of Chiropractic in all cases of sickness.

### **Salesmen of Patients**

If he would follow the example of those who are most successful in making salesmen of their satisfied patients, he will bring that request squarely before them. Why shouldn't he? He has given to them health and the ability to enjoy life in greater measure than they were able to do before; he has, perhaps, saved them from conditions which have been pronounced hopeless. In any event, the patients are then in a state of mind to be grateful and then is the opportune time to suggest to them that they can best show their real gratitude and appreciation by telling to others with whom they come in contact, the experience which they have had and their knowledge of the chiropractor's ability. I say then is the psychological time to make such a request.

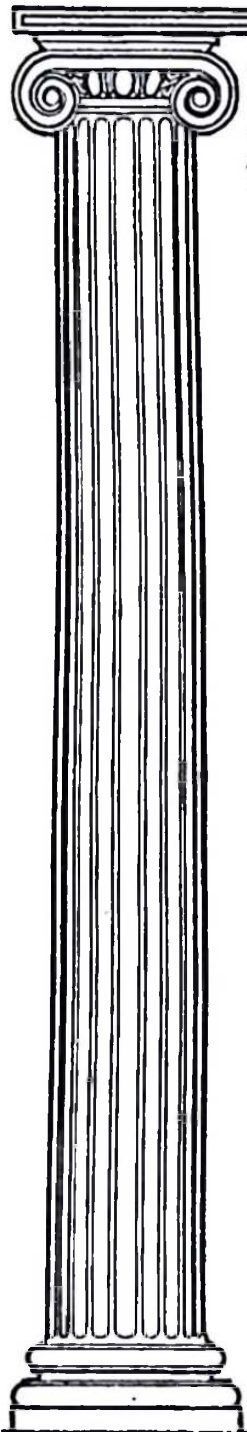
### **An Old Story**

Practically every chiropractor has had the experience of having patients come to him or her, particularly when their practice was being established, and saying something like this:

"Doctor, I have a very serious condition, one which has been bothering me for years and one upon which our physicians and specialists have fallen down. Everybody in the community knows me and knows about my condition. If you can get me well, it will mean a great deal to you and you will undoubtedly get many patients as a result."

The chiropractor takes the statement at its face value if he has never had such experience before. He assumes that all the patient says is true and he strives with every ounce of





**SHIPWRECKED**

How many of us drift helplessly upon the high seas of life, not because we lack ability and character and ambition, but because we are handicapped by the disaster of ill health.

**CHIROPRACTIC**  
can repair the dismantled ship and permit us again to go forward to the destiny of which we are capable.

Start getting well today.

**HEALTH & HEALTH**  
**CHIROPRACTORS**

Address                      HOURS                      Phone

See page 241

his energy and to the limit of his ability to get that patient well, only to find when he does so that the appreciation and promises of big business, as the result of his accomplishment, were but idle dreams—unless, of course, as sometimes happens, such a patient is actually impressed with his responsibility to tell others and to urge that they give the chiropractor an opportunity to show what he can do for them. In the main, however, unless these cases are carefully handled, they do not produce the business as they had promised—not because they are deliberately untruthful, but because, after a time, the sense of appreciation wears off and without something to urge them on, they easily forget their debt of gratitude to the chiropractor who made it possible for them to enjoy health.

### **Dismissing Patients**

It seems to me thoroughly logical that the chiropractor should, upon dismissing patients—or even before that when the patients realize that they are benefiting from adjustments—urge them that he can do for others the same as he is doing for them; that they undoubtedly know people who are ill and suffering and who are in need of his services and that it is a real act of friendship to urge those friends to patronize the chiropractor, not on the plea that it will provide a source of revenue for the chiropractor but rather on the plea that he has something which they need. No effort should be spared and no opportunity lost by the chiropractor in enthusing his patients to the point where they will become active salesmen for him. To those chiropractors who have failed to do this because they feel that it is unethical, let me again call to your mind the fact that you have in your possession an ability and a service which it is an obligation and a privilege to bring to as many people in your community as you possibly can reach and the employment of any honorable means to carry that information to those people is not only ethical but may even be said to be a duty.

### Keep Your Patients Interested

The wise chiropractor knows that a salesman goes stale on the job unless he is constantly getting new inspiration. Unless the patient is constantly having Chiropractic kept before him he soon drifts into the habit of neglecting to boost for Chiropractic as he formerly did. Therefore various means of keeping that interest alive are used.

Some chiropractors, who have the ability to do so, have found that lectures on Chiropractic are a very great aid in keeping the old patient interested and in the producing of new. Every few weeks or months, they send invitations to their entire list of old patients to attend a lecture at a given place and time. These patients are also invited to bring their friends who they feel are in need of Chiropractic adjustments in order that those friends may learn about the reasonableness of this science.

Many chiropractors, however, feel that they would not care to risk their ability as speakers before any considerable group of people, or perhaps they feel that some other method is more advantageous. Therefore they employ different means.

Many of them send some piece of Chiropractic literature to their entire list of old patients once every month and this is a most productive method. Whether it be the *Chiropractic Educator* or some other monthly publication which is interesting and directly to the point, makes little difference, although it is strongly urged here that lengthy articles or booklets be avoided. These publications should be sent as a courtesy and purely for the purpose of keeping alive the interest of former patients in you and in Chiropractic. I know of many cases where these little monthly messengers are looked forward to and are read with intense interest. They serve to keep the former patient on his toes, as it were, so that he is more apt to talk about Chiropractic and about the chiropractor with other people; all of which leads to the ultimate end of con-

vincing those people of the merit of Chiropractic. This literature should always carry the chiropractor's name because if it does not, it loses its value as a courtesy, and it loses its "personal contact" value.

### Personal Letters

In addition to this, it is a splendid plan for the chiropractor to write a personal letter once every three or four months to his old patients, carrying in this letter a considerable personal touch, perhaps inquiring about the patient's health, or expressing the hope that his health is good, bringing in perhaps some little touch of your former relationship and, wherever possible or consistent, expressing the chiropractor's appreciation for the influence which the patient has been in sending other people to him that he might render them a service. As examples, here are a few letters which are personal enough to have a strong appeal and yet not so personal that any offense can be taken.

MR. A. G. MILLER,  
R. F. D. No. 4,  
Sterling, Mo.

*Dear Mr. Miller:*

It has been a considerable time since I have seen you and I am taking this opportunity of expressing my appreciation for your giving me the opportunity of demonstrating what a wonderful science Chiropractic really is. For myself I claim no particular credit in your case except the credit of working hard and equipping myself thoroughly to bring the greatest degree of skill to my patients.

There are so many people who are afraid of a new idea; they are content to follow along in the beaten path of a century ago. If the world were filled with these people, Chiropractic could never have been. It has been made possible because you, and others like you, have been

broad enough to see its merit, and as a result you have been benefited.

There is one thought, however, which I would leave in your mind, and that is that Chiropractic is just as effective in hundreds of other conditions as it was in yours. The greatest mistake that people make about Chiropractic is in thinking that it is only good for a few things. As a matter of fact, quicker and more satisfactory results can be obtained through Chiropractic than through any other health system and whether it be for yourself, or your wife, or your children, I trust that if sickness should befall any of you, you will rely upon Chiropractic and benefit by your past experience. I am here to care for your health and that of your family, and I am at your service whenever you may need me.

Chiropractically yours,

MRS. A. L. THORNQUIST,  
1522 Oak Ave.,  
Seattle, Wash.

*Dear Mrs. Thornquist:*

I am taking this opportunity of expressing to you my very sincere appreciation for your influence in convincing Mrs. Hartwell that she should come to me for Chiropractic adjustments.

I feel that in doing so, you have not only done a kindness to Mrs. Hartwell, but you have also given me another opportunity to demonstrate the value of Chiropractic to the splendid people in whose midst I have made my home. By sending Mrs. Hartwell to me, you have shown that you are one of the few who really understand the scope of the Chiropractic field.

So many people seem to think that Chiropractic is good for only certain conditions, while in others they must employ other methods. Nothing could be further from

the truth. Chiropractic is especially valuable in acute conditions of all kinds.

Of this you may be assured, that whenever a patient comes to me recommended by you, that patient will get an opinion which is absolutely unbiased. I will promise nothing that I cannot perform and if, in my opinion, Chiropractic will not be effective in dealing with that particular condition, I will frankly tell the patient so because to take such a patient would not only be unfair to him, but would be harmful to me.

Again permit me to thank you for your splendid spirit of helpfulness and remember that if at any time I can be of service to you in any way, I am at your command.

Chiropractically yours,

MRS. F. E. HANCOCK,  
23 Lakeshore Place,  
Cleveland, Ohio.

*Dear Mrs. Hancock:*

I am writing this letter that you may know of my interest in the health of my former patients. I will be very glad to have you call at my office that I may make a thorough examination of your spine for your satisfaction as well as my own. I feel that this is a responsibility I owe to all my former patients and one which many of them take advantage of regularly.

I am also enclosing a courtesy card because often my former patients suggest to their friends that they see me regarding their health. Any friend of yours, who presents this card of introduction from you, will be given special attention because I want them to know that your confidence in my ability is not misplaced and, above all, I want them to be convinced of the efficacy of Chiropractic as you have been convinced.

Chiropractically yours,



## CHAPTER IV

### HEADLINES

Just as it is the first impression of the salesman that is the most important in the selling of goods, so the headline in an advertisement is the most important part of the copy. If a salesman introduces himself badly, or if his entrance is at an inopportune time, he finds himself at a distinct disadvantage. Not only is he unable to present his proposition as effectively as he might otherwise do, but by the poor introduction or the circumstances surrounding his entrance, he finds the buyer in a non-receptive mood and thus a conversation which might otherwise terminate in a sale, is predestined to failure.

#### Introduction

The headline of an advertisement is as important as, if not more important than, the introduction of the salesman. It possesses the double function of attracting attention and of arousing interest. No advertisement deserves particular credit if the reader is particularly concerned in the product being advertised and is looking for that kind of a product. It is the advertisement which compels his attention when he is interested in something else which deserves credit for having attraction value and interest-getting value. One might assume that different headings would react differently upon different people. Careful experiments which have been made, however, show that there is a surprising similarity in the judgment of many people on the attractiveness of certain headlines.

#### Attention Value

Large advertisers have made a special study of this matter of attention value and have put their copy through the real crucial test of actual experiment. They have learned that

whether the reader is sufficiently interested to read the body of the advertisement depends very largely indeed upon what is said in the headline. The same principle is employed in the stories that appear in all newspapers.

How many of us pick up the evening paper and glance hurriedly at all the headlines on the page? Why, Because those headlines contain the essence or the vital spark that is embodied in the story. We read the article or fail to read it depending entirely upon the attractiveness of and the allure-ment that is held forth by the headline. It is because people are essentially interested in news that headlines should be made to tell a story, to give news, to make statements that arouse curiosity.

### **Make Your Headline Talk**

There are certain circumstances which make it advisable to utilize the word "Chiropractic" in the headline, but in the majority of cases the word "Chiropractic" should come at the end of the advertisement with the practitioner's display card giving his name, address, etc. I have seen many advertisements which are headed "Chiropractic." No story is told by this word. No statement is made. There is nothing about it which will arouse interest or lead to the reader's going any further unless he is already particularly interested in Chiropractic. On the other hand a title such as "Mental Alertness Means Physical Fitness," or, "Disaster is Ahead," is calculated to arouse the interest of the reader.

It is the headline that is first read in any advertisement, that is, providing the headline is properly displayed. It is probable that less than ten per cent of readers go beyond the headlines of the advertisements unless there is something about that headline to grip the attention. It does not make any difference how well written the copy is or what a splendid array of facts is disclosed thereby, it is valueless unless it is

read, and whether or not it is read depends almost entirely upon the headline.

### **Value of Headlines**

Certain experiments tend to prove that the value of the subject matter is judged very largely from the headline. As an example, if we take practically the same subject matter for ten different advertisements of the same product and give this copy ten different headings, we will discover that that advertisement with the strongest heading creates the impression of a stronger argument and a more effective sales talk than would the one with the weakest heading. This would be true despite the fact that virtually the same subject matter is used in each.

### **Contrasts**

It is in the heading also that we are squarely up against the question of contrasts as we are in all phases of advertising. The attraction value of any object depends upon the contrast which that object makes with the surrounding objects. Thus a headline should not only be placed in large, black type but around that large black type there should be as much white space as is available.

### **How Many Words?**

Experiment has shown that the mind is able to grasp four things at one time. Thus if we read a written page, we can grasp and comprehend about four words at a time. We can grasp four simple illustrations, or we can recognize four objects on a table. When more objects are placed on the table, or when more words are used, or when more illustrations are employed, there is a certain amount of detracting from the original four. If enough are added, the reaction is one of confusion with no definite idea of any single thing.

### **Be Brief**

It has been aptly said that there are many people who can relate an incident or write about an incident by employing many words, but the artist is the person who can tell the same story in half the number of words. Certain story writers get very large sums for their work but in the writing of advertising copy, it is essential to tell the story in as few words as possible. Many advertising writers can write lengthy copy but the man in demand is the one who can make his copy as short as possible and give the same information. This is for the reason that in his own advertisements he has less competitive attraction and thus greater contrast.

People who read advertising copy are prone to scan it quickly and whether they go into it in detail depends upon the interest which has been aroused by the features and especially is this applicable to the headline. In view of the fact that four words are most easily grasped, the use of four words makes the ideal headline and has the greatest attraction value. I have seen many chiropractors' advertisements which embodied as many as eight to twelve words in the headline. Such a headline may make an interesting statement, but it is entirely incompetent to attract the attention.

### **Single Decks**

A number of years ago it was not an uncommon practice to use many words in the headline and to run this headline as a two-decked or three-decked affair. Such practice has gradually grown out of public favor and today a far greater proportion of advertisers use a single-decked headline with five words or less in the title. It is interesting to know that forty years ago less than 40 per cent of the advertising writers confined themselves to five words or less in the title line and fifteen years ago more than 85 per cent confined themselves to five words or less. Thus it is shown that wide experience has

taught advertisement writers the lesson that short, terse headlines are far more effective. It is probable that today over 90 per cent of advertisers use a title line of five words or less because they have learned through experience that that is the kind of title which attracts the attention and leads to interest.

### **Blind Headlines**

There should, however, be in the headline something that pertains directly to the advertising copy used. "Blind headlines" are those which are used to attract the interest of the reader without particular concern being given to the character of the copy which is to follow or the message which it is to carry. The entire function of such a headline is to attract the temporary interest of the reader without hope of getting him to peruse the copy and thus getting him interested in the product to be marketed. There was a time when the blind headline was used extensively but this practice has come more and more into disfavor until today there are very few blind headlines used.

### **Hit the Ball**

The heading, to be effective, must contain something of the substance in the body of the advertisement, and it is far better if it contains the essence of the advertisement just as a newspaper article is headed with the essence of the story. If I were to pick up a daily newspaper and read at the head of one of the columns the title, "Murder," and then were to read an article about a society affair where the bridegroom was dressed in the conventional black, and the bride was dressed in the conventional white, I would quickly perceive that the heading had no bearing upon the article which was to follow; and if I found this same general principle followed through in the other news columns, I would soon lose confidence so that the titles would mean very little to me.

## Confidence

The same thing is true of advertising copy. If the title is misleading and does not give us an idea of the substance contained in the advertising copy, there is a natural resentment created in the mind of the reader. Particularly is this true when advertisements are run as news stories. In this event the reader is often inveigled into reading an advertisement in which he has no natural interest. When he discovers the situation into which he has been trapped, there is a natural resentment which arises in his mind, and rather than producing a possible future buyer, the advertisement has done nothing more than to make an enemy for the product.

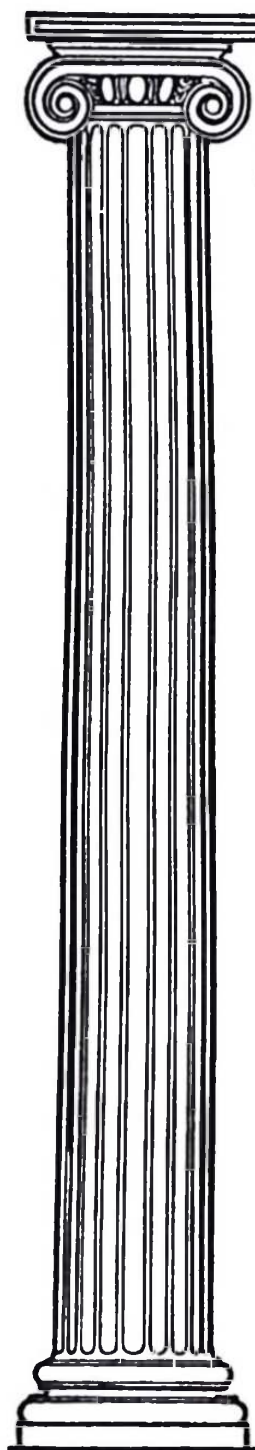
There is no question but that a headline which pertains directly to the subject matter of the advertisement can have the same attraction power that the irrelevant headline would contain; thereby performing every function which the irrelevant headline would perform and at the same time avoiding the pitfall of creating resentment in the mind of the reader or of giving no information which is touched upon in the body of the advertisement.

The natural inclination on the part of the reader, after being enticed into reading an advertisement wherein the heading did not express the essence of the story, is that he has been deceived into reading an advertisement which he did not want to read. The natural reaction of the mind is that if the advertisement has deceived him, he has lost confidence in the producer of the advertisement, and having lost confidence in the producer, he lacks confidence in the story which is told or in the quality of the goods which is being presented.

## Live News

Effective headlines must not only attract the attention of the reader, but they must produce a desire in the reader's mind to peruse the substance of the copy. News items are very effective in this regard. It is not very long ago that the papers





# STRENGTH

Who is there who does not recognize the value of physical strength in the strenuous life and keen competition of today?

## CHIROPRACTIC

makes sick people strong, and thus fits them to attain the ambitions which are a natural part of every one of us.

Start getting well today.

# HEALTH & HEALTH

CHIROPRACTORS

Address                      HOURS                      Phone

See page 241

were full of the excavation of the tombs of Tut-ankh-Amen and this event was made use of immediately by advertising men in many different lines. The public had its curiosity aroused and its interest was held by anything which pertained to the discoveries in the tomb of Tut-ankh-Amen.

The natural instincts and desires of the human individual are also very commonly used in the headlines as well as in the substance of the advertisement. Such headlines as "Earn while you learn," and, "Ask the man who owns one," and "Let the Gold Dust Twins do your work" are all examples of catch lines which produce interest and are based on some natural human inclination or need.

### Questions

In the case of the chiropractor, it is not advisable to use the name of the chiropractor or the name of the firm because they tell no story and have no effect in attracting interest. The use of a news item heading is much more effective and should be employed wherever possible. I am of the opinion that for the chiropractor the use of interrogations as headlines is often very effective because questions put squarely to the reading public are apt to create interest and to set the mind at work in answering those questions. Titles such as "Is health your birthright?" or, "Is failure imminent?" or, "Will you survive?" all of these are interrogations calculated to arouse the interest of the reader and around each of them can be written very splendid copy pertaining to Chiropractic and its efficacy in answering any of these questions.

### Bold Type

It is vital that the headlines be set forth in good bold type which makes the feature attraction of the entire copy. Not only should bold type be used but this bold type should be devoid of counter-attractions. We have all of us seen advertisements where bold type is alternated with smaller type

throughout the entire ad. Every few lines we find a word or group of words where bold type is used. This should not be done unless each line of bold type adds to the strength of the others and in no event should there be any competition with the headline. It should be the boldest and largest, and none of the other black-face type should compete with it. Neither should the illustrations used compete with the headline which is calculated to attract the attention and to create interest. An advertisement which contains a half dozen bold type lines, interspersed with light-face lines, becomes nothing more than a confusion of ideas and is not good advertising copy. Ordinarily not more than two sublines should be used and these should have a direct bearing and should function in conjunction with the headline.

## CHAPTER V

### DISPLAY ADVERTISEMENTS

Before entering the subject of newspaper advertising in detail, it is well that we review the fundamentals upon which every good advertisement must be built. These are not fundamentals which have been arrived at in a haphazard manner, but are those which are agreed upon by practically every authority on advertising and are based on extensive experience and careful analysis. There are five functions which every good advertisement must perform: First, it must attract attention; second, it must arouse interest; third, it must create desire; fourth, it must convince; and fifth, it must lead to action.

#### Why Are Newspapers Sold?

In discussing the question of attracting attention, we must realize that the average individual does not buy a newspaper for the purpose of reading the advertisements contained therein. He is interested in the news of the day. He is more than likely watching the great athletic events of the country. He is interested in the political situation, in the local news items, and in the many other interesting and educational features which the average paper of today brings to him. If he reads the advertisements, it is not because of a definite intention to do so in the majority of cases, but rather because of the attractiveness of those advertisements.

#### Front Page Space

The position of the advertiser's display has a very great deal to do with its attraction value. Few up-to-date newspapers will carry advertising space on the front page, although if space could be obtained here, it would be the most advan-

tageous position. Many advertisers succeed in getting copy on the front page, not in the form of advertisements, but in the form of news items. It is for this reason that every chiropractor should be engaged in those public activities which lead to recognition in the public press. By doing so, he keeps himself, and as a secondary consideration, his profession before the public. Physicians do not advertise except to insert in the publications their professional cards. It is considered by the medical profession to be unethical to advertise. Physicians, however, are very adept at getting front page publicity and if one makes a study of the situation he will find in practically every newspaper the evidence of this tendency and ability on the part of the medical fraternity. There is no reason why the chiropractor should not do the same thing. First, because such copy is not paid copy, and second, for the reason that a great many more people read newspaper stories than read straight advertisements.

### **Back Page Space**

The second most advantageous position in a newspaper is on the back page for the reason that the material on the back page is more carefully scanned than on any of the inside pages. The average person when reading a newspaper holds it open. Thus there are two pages which attract their attention, while if the copy is on the back page, there is only one page of counterattractions. Thus the chiropractor's copy has almost twice the chance of being read if it is placed on the back page with less competitive copy than as if it were placed on an inside page.

### **Inside Position**

If, however, the back page cannot be obtained, the chiropractor should insist upon his copy being as near the top of the page as possible and preferably nearer the fold than toward the outer margin. As a reader holds the newspaper open in

his hands, he has to glance to one side or the other to observe any reading matter that is placed on the margins. On the other hand, the advertising material or reading matter that is toward the fold of the paper is directly in the line of his vision and is far more apt to be seen and read than as if it is placed toward the outer margin of the paper. There is usually no difference in price between the inner margin and outer, but all newspaper men know the advantage of the inner fold for advertising space and the very fact that a chiropractor asks for this position impresses the editor with respect for the knowledge which the chiropractor possesses.

Then, too, as a newspaper is held open, the eye naturally falls on the reading matter at the top of the page rather than upon that contained below and this position should be asked for and, if not contrary to the policy of the newspaper, should be insisted upon. Make no mistake about the effect of such insistence upon the newspaper editor. He may not be able to give you the space you want, but if you constantly ask for certain space, you will get it a certain proportion of the time and furthermore you impress upon the newspaper editor the knowledge of your ability in selecting proper space, and he is far more apt to give you good space than he would be if he felt you were entirely unfamiliar with its advantages.

### **Size of Space**

The attraction influence of an advertisement depends upon contrast and upon the thought which is conveyed in the headline. Contrast is the big factor in deciding upon the attraction influence of any advertising copy. Certain it is that the human eye is more apt to observe large objects than small. Yet extensive space in a newspaper is sometimes very expensive and is not warranted by the financial condition of the advertiser. In such a situation we must look to the next factor which has to do with attraction influence and we find that it lies in unusual features or unique displays.



## **Be Different**

To illustrate what I mean in this matter of contrast, it is not unusual to find books lying on a library table and the casual observer, passing through such a room, would not be impelled to take special notice of such a book if it were so displayed. On the other hand, if a large diamond ring were placed on the same table, the casual observer would be led to note its presence because it is an unusual object in such a location. Even though the diamond ring is very much smaller than a book, still it would attract greater attention than an ordinary object in an ordinary place.

## **Contrasts**

The secret, then, of attracting attention to an advertisement lies in making that advertisement unusual and thereby attracting attention to it through the principle of contrasts. It is for this reason that pictures are advisable. Many chiropractors never publish an advertisement without placing in that copy a cut of themselves because the cut offers itself as a contrast to the solid reading matter in that particular part of the page. By becoming a contrast, it attracts attention and it is the attention of the reader that the advertisement must first gain. Sometimes the advertiser employs the method of leaving considerable white space around the copy in an advertisement. This is for the reason that white space on a newspaper page is an unusual feature and by employing this white space, attention is attracted, sometimes to only a very few words, but nevertheless it is effective in its purpose.

## **Tell a Story**

Another feature which attracts attention and is perhaps more commonly used than any other, is the employment of unusual headlines. As the reader picks up a newspaper, he

immediately glances at the headlines, which tell in very concentrated form the general gist of the story which is told in detail below. Clever newspaper editors become experts in writing these headlines and I know of one great newspaper in the country which has made a feature of its headlines. I have read newspapers from practically every big city in the country but in none of them do I find the same alluring invitation to read the articles as is contained in this particular paper. Usually the headlines are short and easily read but they state an entire story very often in only two or three or four words.

### **Four-word Titles**

Experiment has shown that the human mind is able to grasp only four objects or four words at one and the same time. I am speaking now of the average human mind. It is for this reason that the best title heading on any advertisement is a four-word title and the words should be short and readily understood by every reader. If the same thought can be told in three words, that is even better, but except in very rare instances, it is not advisable to use a title line of six, eight, or ten words. The big function of the title line or the headline of an advertisement is to attract attention and lead to the reader's going on through the advertisement and reading some of the other statements made therein.

### **Get Attention with Title**

In the chiropractor's advertising, it is not necessarily essential that this heading should be associated directly with the Chiropractic idea but it should be unusual. It should startle. It should carry an alluring word picture. It should create interest. It should lead the reader to want to find out what else is contained under that title. The writer himself prefers titles of one to three words, many of which have no direct reference to Chiropractic, yet which can be given a Chiropractic application later on in the article when that becomes ad-

visible. As examples I might suggest some of the following headlines for newspaper advertisements :

Disaster  
Wealth  
The Law Supreme  
The Birth of Life  
Idols  
Romance  
Back Fire  
Conflicts  
The Law of Survival  
The Jungle

It will be observed that few, if any, of the above titles have any direct application in Chiropractic. Yet each of them can be utilized as a leader to attract attention. Of course the advertising copy must contain some matter which pertains to the title. This matter is preferably carried in the beginning of the copy and that can be led effectively into the real subject matter under discussion.

### **Arouse Interest**

The second great function of advertising is to arouse interest. This is most effectively done by the title line as well as by the material which immediately follows that title line. The reader can be readily enticed into a story of the jungles or into the fascinating phases of the idols of ancient China where he would not begin to read a straight advertisement on Chiropractic. This interest-getting copy should be smoothly and quickly merged into Chiropractic copy which contains one of the fundamental appeals to create desire.

### **Efficiency and Beauty**

It should not be lost sight of here that the most attractive appeal to men is the appeal of efficiency. One cannot sell

health to men, nor can adjustments be sold to men. But increased efficiency can be sold to men and in selling the Chiropractic idea to them, it must be sold as an efficiency proposition in the great majority of cases. On the other hand the great appeal to women is the appeal of attractiveness. Women are not particularly interested in efficiency, but they are interested in attractiveness and beauty. They cannot be sold Chiropractic in the form of adjustments nor can they be sold Chiropractic in many instances on the appeal of health, but they can be sold adjustments on the beauty or attractiveness appeal.

### **Mental and Physical Development**

On the other hand, the children are not particularly concerned in efficiency, nor are they concerned in attractiveness and beauty. It must be remembered that the children are sold through the parents. Every parent is interested in growth, development, and progress, both mental and physical, of the children, whether they be boys or girls. Therefore the fundamental appeal which should be made in reaching children is the appeal of development and growth rather than the appeal of efficiency or attractiveness.

### **Three Great Appeals**

One of these three great appeals should be worked into the advertising copy to create desire. Every man desires efficiency. This is true because of the very fundamentals of his life. It is upon the man that the family is dependent for support. It is upon him and his progress in the world that their well-being depends. His pride, his desire, his very instinct is aroused under the efficiency appeal. And the same thing is true of women under the attractiveness appeal and of children under the developmental appeal. These are the three greatest appeals which tend to create desire.

### **Convince**

Having attracted the attention, having aroused interest, and having created desire, the next great function of the advertisement is to convince or to impress the reader with the genuineness of the advertiser. As has been said before, all advertising material is more or less discounted by the reader. The public has for such a long time been urged to buy and has seen the picture of advertisers claiming the very highest merit for their particular goods, that they have learned to discount the claims of the advertisers. Superlatives in advertising have become such an everyday occurrence that it means but little and the average reader concludes that the advertiser will set forth the advantages of his goods or service and will keep in the background its disadvantages. For this reason, advertising copy is only partly effective. To be thoroughly frank, it is not entirely believed. If it is believed, the reader concludes that the disadvantages to counteract the advantages have not been stated and as a result he discounts all the statements made in some degree. The great problem which the advertiser has to face is to convince his readers by the sheer force of logic that the statements made are truthful. By appealing to the logic of his readers, he gains the very strongest technical position. By making statements which the reader cannot honestly deny, he establishes for himself a confidence which could not possibly be attained by fanatical or ill-advised statements.

### **Action Lines**

The fifth great function of advertising is to produce action. In the case of the chiropractor's advertisement, it is to lead to a decision on the part of the reader which will bring him under the personal influence of the chiropractor. It is well in this action line to associate Chiropractic with health. It is a mistake to associate Chiropractic with disease, or any other condition which is distasteful to the average reader.

### **Direct Command**

In this line which should lead to action on the part of the readers, the direct command may be used, or the suggestion appeal may be used. There is something to be said in favor of each of these two appeals. Many advertisers of national importance use the direct command. Some of them also use the suggestion appeal and each is equally effective in its place. As an example of the direct command, we may cite the action lines of some of the leading advertisers such as:

- "Avoid embarrassment"
- "Don't say underwear—say Munsingwear"
- "Make money writing"
- "Send no money"
- "Learn to talk convincingly"

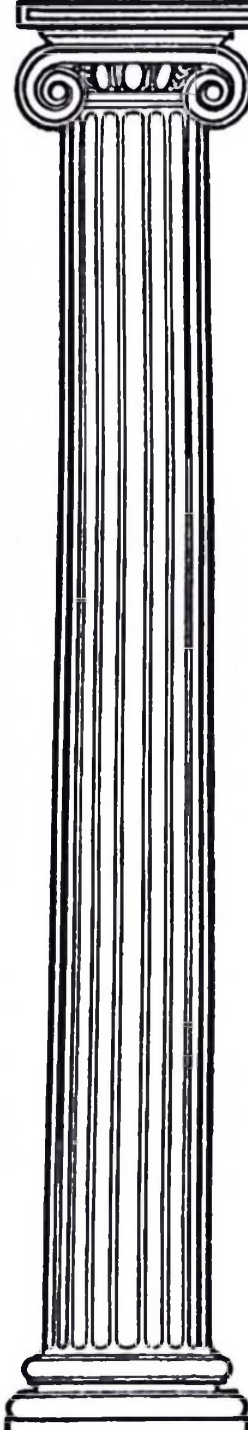
### **Suggestion Appeal**

On the other hand, the suggestion appeal is used with very good effect. Suggestions such as:

- "Ask the man who owns one"
- "Eventually—why not now?"
- "Say it with flowers"

All of these are strong suggestion appeals and have certain advantages which the direct command does not possess. This is largely an optional matter with the chiropractor and the type of action line should correspond very largely to the character of the copy which he has written.





# GAMBLERS

We have no right to gamble with that which is not our own. Others are dependent upon us. Therefore our health does not belong solely to ourselves. It is the property also of those who are near and dear to us.

## CHIROPRACTIC

by getting directly at the cause of our ill health, offers the most sound and sane method of getting well. You can't afford to gamble in this matter.

Start getting well today.

## HEALTH & HEALTH

### CHIROPRACTORS

Address \_\_\_\_\_ Phone \_\_\_\_\_

HOURS \_\_\_\_\_

See page 241

## CHAPTER VI

### ANALYSIS OF DISPLAY ADVERTISING

Illustration on page 110 shows the advertisement placed by Dr. J. H. Flolid, chiropractor of Little Falls, Minn. Dr. Flolid has here employed the question and answer idea in the form of an advertisement and this question and answer system has some advantages. Its greatest advantage, however, lies in its being run as a news item or as a service put out by the newspaper for the people. When this cannot be accomplished, however, the use of the question and answer system in advertising space is valuable.

In reviewing the advertisement of Dr. Flolid, we have first to consider its attraction value. The title is brief, is placed in one line, and is attractive, although better attention could have been secured had the word Chiropractic been left out of the title line. This is for the reason that as soon as the reader sees the word Chiropractic, particularly if he is not familiar with it, he gets the mental picture of something technical and the result is that he is apt to read no further. If the title had been "800,000 Are Dead," or "800,000 Die," or "Nearly a Million Perished," it would have aroused curiosity in the mind of the reader to a greater extent than the title which was used and it would have been more apt to lead to a perusal of the subject matter.

The second function of advertising, that of arousing interest, is accomplished by the use of the question and that method is commendable. Interest is also held after the question is asked, by the answer and by the figures given, although these figures are too large to be used in an advertisement. The average mind does not grasp figures in the thousands and millions. Instead of saying that 50,000 died of respiratory

PAGE FIVE

## Chiropractic vs. 800,000 Deaths

**QUESTION**—"Can you quote figures showing approximately how many people died last year, and what diseases claimed the most victims?"

**ANSWER**—Barring accidents and suicides, approximately 800,000 people died last year. Of this number more than 10,000 died of Bronchitis, 64,000 succumbed to Pneumonia, 75,000 died of Kidney Disease, 50,000 died of Respiratory Diseases, 106,000 deaths were attributed to Tuberculosis, approximately 85,000 died of Influenza, and more than 10,000 died of various Intestinal Diseases. From the Chiropractic viewpoint, only a small percentage of these deaths should have occurred. In other words, the big majority could have been prevented, had the real CAUSE of the different diseases been given corrective methods. These figures stand as an object lesson to every man, woman and child who is not enjoying perfect health. When people learn that disease is easily conquered under Chiropractic Adjustments FOR THE CORRECTION OF THE CAUSE, the death rate in our country will be reduced to a minimum. Do not ignore Nature's danger signal; when you FIRST get sick,—

### Have Your Spine Analyzed

**DR. J. H. FLOLID, Chiropractor**  
OFFICE PHONE, 475                      X-RAY LABORATORY  
LITTLE FALLS, MINNESOTA.

See page 109

diseases, it would have been better to have said that one death in each sixteen was due to respiratory diseases. In that way you get down to figures which the average mind can more readily grasp and which more effectively hold attention. The use, however, of the statistics is the most valuable factor in convincing the reader. The inference is that the figures given in this advertisement are statistics, which is undoubtedly true, and that in itself inspires confidence.

The action line is good and together with the few lines that go before it, is an effective way of leading to definite action by the reader. As a general criticism I would say that there is too much subject matter for the space used. If the question were eliminated and if the subject matter under "Answer" were placed in larger type and in shorter, more terse statements, the same object would have been accomplished and there would have been greater probability of the copy being read.

### Negative Advertising

Illustration on page 113 shows the advertisement of Dr. Fred D. Irish and is in many ways a most excellent ad for the purpose it is intended to cover. The greatest criticism is on its title where the name of the chiropractor and the expression "Palmer Graduate" is displayed in very bold type. Of course local conditions somewhat modify general procedure, but the largest type used in this advertisement is "Palmer Graduate." Unless that is a vital feature in this particular locality, it is not good advertising. The type in the title is splendid and its spacing is good, but a title line to catch the eye and grip the attention would be better. A title such as "Truth Wins," or "Confidence Builds" would be more effective in arousing interest than the title which is actually used.

There is undoubtedly a local situation which calls for the employment of what is commonly termed negative advertising, but it is handled in such a way as to cause the least possible offense. No attention is directed to the competitor who uses electricity, stretching machine, violet rays, vibrators, baths, drugs, etc., and thus the natural resentment which would come with such a designation is avoided. On the other hand, the point is put across that these things are not Chiropractic.

The assumption is, I presume, that the reader knows something about Chiropractic. If this were not true, however, the advertisement should come in for a severe criticism because it does not tell the purpose for which the chiropractor is employed. The nearest it comes to doing so is in the first line of the subject matter when the statement is made that "Chiropractic is the science of palpating and adjusting the articulations of the human spinal column by hand only." Now this statement does not mean anything to the reader who does not know what Chiropractic is unless that thought is followed





## DR. FRED D. IRISH PALMER GRADUATE

### Chiropractor

**NO ADJUNCTS ARE  
EMPLOYED IN THIS OFFICE!**

<p>The use of medicine or drugs is          The use of electricity is          The use of stretching machines is          The use of violet ray is          The use of vibrators is          The use of baths, of any kind is</p>	}	<b>NOT Chiropractic</b>
---	---	-------------------------

Chiropractic is the science of palpating and adjusting the articulations of the human spinal column by hand only.

Those who scoff at or speak lightly about new ideas which they have not investigated brand themselves as bigoted, while those who have no opinion on a subject which is demanding general attention must pass as ignorant. Don't be either.

Things move along so rapidly now that people who say: "It can't be done" are constantly being interrupted by somebody doing it.

Consultation and literature relative to chiropractic gladly furnished for the asking. No obligation.

Suite 426 Spreckels Bldg. — Lady Attendant — Phone 667-1.  
 Licensed by Chiropractic State Board. Equipped with Spinal X-Ray Laboratory.

See page 112



immediately with the explanation of why the articulations of the human spinal column should be adjusted. The reader who did not know anything about Chiropractic would not know whether the articulations are being adjusted for one purpose or another. The question of health is not mentioned in the entire advertisement, and nothing would lead the reader to understand that this was a health system or method.

The advertisement is, however, very good on the matter of interest and in the question of attracting attention, largely because of the nice way in which the negative thought is given and also because of the good, bold type which is used. This advertisement is three columns by seven inches.

The function of creating desire is not well carried for the reason that nothing is mentioned about health. The only desire created is the desire for knowledge of what Chiropractic is and what it claims to do, but the difficulty is that it necessitates effort on the part of the reader to follow up to the extent of the advertisement producing effectively. The matter of desire is carried in the last line where the statement is made that consultation and literature relative to Chiropractic will be gladly furnished for the asking. The desire, however, to get literature, or to talk to Dr. Irish is built on the premise that the individual wants information rather than on the premise that they are ill and want to regain their health.

### **Proof Your Copy**

Illustration on page 117 is the advertisement of Dr. L. W. Riggs. This is a splendid example of mighty good thought and good material poorly utilized. The title is good and has a certain amount of attraction value. But that attraction value is somewhat counteracted by there being entirely too much copy in the space. The same points could be covered with half the words and thus larger type could have been used and better display could have been attained. When a reader sees an advertisement where the type is small, he is pretty apt to do as the average person does when picking up a good book. If the type is extremely small, the reader will often lay the book down and take an inferior book with more legible type in preference. So it is with advertising copy. The type must be readable and in the beginning of this advertisement, it is large and legible, but further down the printing drops to eight point type which by contrast loses the reader's attention.

Interest is held well by the copy in the beginning of the advertisement, and with the exception of the small type and the too lengthy copy, it would be maintained through the entire ad. Even though all the points could not be put in if the type were larger, the effect would have been much better for the space occupied. This space is two columns wide and ten inches long.

The greatest weakness, so far as the subject matter is concerned, lies in its failing to lead to action. This is partly due to the fact that the action line is small and relatively unimportant. The advertisement is strong, however, in leading to conviction and this is based squarely upon the logic which is propounded there.

But I want at this time to offer a criticism which is quite applicable to many chiropractors. They get a good idea on an advertisement or they buy good advertising copy and then

they hand that copy to the local printer. Naturally that printer is busy and often in the smaller newspapers he throws his copy together quickly during the last day or so, if it is a weekly paper. The routine work in the office is not as well established as in a city, and unless the chiropractor insists upon it, he does not see a proof of his copy as set up before it is run. Every advertiser should see a proof of his copy. He should insist upon that because a disastrous mistake may be made and after it is once made, the damage is often irreparable. Now here's a case of a good advertisement, with good thought, good logic, and many strong points, but I have checked it over hurriedly just once and found thirteen misspelled words. In addition I found several errors in punctuation and several glaring mistakes in grammatical construction. I am not of the opinion that the writer of this advertisement is responsible for those errors, but I do know that had the advertiser been given an opportunity to go over a proof of this copy and if he had done it carefully, he could have eliminated those errors and would have produced an advertisement that would bear dignity and inspire confidence.

I do not believe that chiropractors fully realize the importance of this item in their advertising. Nor do I think that chiropractors, many of them, realize the importance of other factors entirely outside their professional conduct which have a direct and very important bearing upon their personal success and upon the esteem in which Chiropractic is held. Every one with any experience knows that the medical fraternity and many other people who are prejudiced claim that the chiropractors are poorly trained, illiterate charlatans; that they are not capable of caring for the health of sick people and thus many people are frightened into believing that sort of thing. The best way a chiropractor has of overcoming such ideas is by his standing in the community, and for those who do not know him personally, by his advertising. Here's a chiropractor who comes out with an advertisement with thirteen errors


since in 17th  
Romance

The Dangerous Maid  
The picture is the great  
acted to support...  
edge. It will be shown at  
Theatre on 3 days begin-

Unstanced Talmadge, there  
y Tearle, her leading man;  
Kallace, Tully Marshall,  
law, Charles Gerrard, Lou  
little Matteson, Wilson Ham-  
Gilbertson, Ann May, Kate  
has Nicketta, Phillip Dun-  
Dillon and Ray Hallor. It  
M. Rehenck production.  
y of "The Dangerous  
ed in the turbulent times  
uke of Monmouth rebelled  
James II of England.  
Talmadge has the role of  
little rebel who dons a cav-  
ford and costume and en-  
a thrilling series of advent-  
the officers of the king.  
ry gives Constantine her first  
ty to play a dramatic role.  
picture, although it contains  
horous situations, is replete  
ance and Love Interest, and  
died with superb steps de-  
Stephen Gosson.  
Tearle is the highest  
ing man in filmdom. He  
recently with Norma Tal-  
shades of Vengeance."

**OLE GROUCH**

THIS AMBING  
MAKES ME BLIN' MAZ  
PEST WHO BORROWS  
APER! LET MIRA  
BE LIKE I DO!  
AND I PAN OUT MY  
ONEY Y' SAVE A  
A DOLLARS FOR  
AM, GEEZI!



AND OR SELL... UR WANT

COLUMN.

The truth about

## Chiropractic and Electricity

By L. W. RIGGS, D. C., Ph.D.

I AM SO OFTEN ASK THE QUESTION, "Why don't all chiropractors use electricity?" Electricity is useful, temporarily, in many conditions, but chiropractors by adjusting the spine release nature's electricity, and Dr. Nature does the curing.

ELECTRICITY is not taught in any of the many reputable colleges or schools of chiropractic.

A CHIROPRACTOR using electricity in any form is not allowed to hold an office in the Indiana Chiropractic Association or in any of the other 27 state associations having a chiropractic board or law. While there is no hard, fast law against the use of electricity it really belongs to the medical man. So we who use it are disobeying our own national state and association chiropractic laws.

We must give to every other profession its full due.  
To the bio-chemist all the chemicals in the world to improve the health of the world.

To the germ theorist we give the vaccines, serums and gamma.

To the dietitian, diet; diagnostician, diagnosis; electro-therapist, rays, hues, currents, suggestive therapy its some eight forms of suggestion, and so on.

We have our hands—the human spine—and the power within—That power that digests your food—makes your eyes see—your heart beat—heals and knits broken bones—(insane intelligence). We adjust and the power within, or nature, cures you.

The nervous system carries all the over impulses of the body (from brain over nerves—out as electricity is conducted over electric lines), and in a normal state, every organ receives 100 percent nerve energy, over the "nerve lines" upon which health depends.

If the nerves going to stomach are pinched, say 50 percent, then your stomach only does half normal duty. Indigestion, gas, sick headaches is the usual result. This is all the result of a "sprain" in back. If at heart place instead of stomach place you would have heart trouble.

The cause of weakness in any part of the body is interference with the transmission of nerve energy from brain over nerves to part of body affected. And the only place where a nerve can be pinched is at point where they make their exit from between any one or more of the 24 plates in the backbone.

Set your foot on the garden hose, you stop the flow of water in proportion to the weight you apply. "Sprain" your back and you do the same thing—block a nerve between bones of the Spine, shutting off the nerve current—just as you shut flow of water by setting your foot on the garden hose—just simple, common sense, isn't it?

Spinal adjustments is nature's own restorer, and the only logical way to explain sickness. If you have had a fall or some accident, have headache, heart, stomach or kidney trouble, come to this office, have a spinal analysis made—no charge. Let me explain how reasonable, how simple, the science of chiropractic is.

Bring all your health troubles to

**L. W. RIGGS** Palmer  
National  
Graduate **Chiropractor**

Opposite Zeigler's Store, Attica, Phone Black 361. Across Hall from Dr. Sullivan's Dental Office

in spelling. I know just how that has happened. It does not mean at all that Dr. Riggs is illiterate; it means that the newspaper man was careless or did not proofread his copy. But the blame goes back to Dr. Riggs by the reader and an erroneous impression is gathered respecting him which has a direct bearing upon the confidence which the reader has in Chiropractic.

Above all things let me urge, and use this advertisement as an example, to impress upon chiropractors the necessity of proofreading their copy and having it understood with the newspaper man that every bit of advertising copy which is put in must have their O. K. on it. See to it that if an O. K. is not on it, the advertising will not be paid for. That is perfectly legitimate, is a reasonable request, and is freely granted by practically every newspaper which caters to advertisers. I might say in the passing that in looking over some of the other advertisements in this same paper, I find the same carelessness in the set up of the type.

### Daily Health Chats

Illustration on page 120 shows a most excellent method of advertising. Dr. Sproviero has accomplished the feat of getting "Chiropractic Health Chats" in one of the large newspapers and the space which is given to this department is worth five to ten times that amount of paid space in the form of an advertisement.

It will be observed that this department is placed in with the news items. Its real value, however, lies in the fact that the explanation at the beginning implies that it is being placed there by the newspaper and that they have made arrangements with Dr. Sproviero to get his services. The newspaper further invites the reader to ask any questions about which they are in doubt and assures them that Dr. Sproviero will be glad to answer them. The great value of this kind of advertising, where it can be done, is that it is a virtual recommendation of the chiropractor by the newspaper because the reader reasons in his own mind that if the editor were not convinced of Dr. Sproviero's ability, he would not permit him to handle such an important department. I think, without question, this form of advertising is the most productive of any and because of that fact, it is the hardest to get a newspaper man's permission on. Health talks, questions and answers, etc., are run by many chiropractors in advertising space. As a regular department of the paper, it is an entirely different thing and its value is materially enhanced.

I am not particularly concerned in calling the attention of the reader to the copy which is used although in itself it is good. The material is gotten up in a story form as an actual experience of a certain case and at the end of the article is found a question and answer. All of this has direct human interest appeal and undoubtedly is read by far more people than would read advertising copy of several times that size.



ic News Page

THE BF

THE BEINGPO



## Chiropractic Health Chats

By P. SPROVIERO, D. C.

### Questions on Chiropractic Answered

The Star has arranged with Dr. Sproviero to answer all questions pertaining to the efficacy of Chiropractic and we invite our readers to ask any question they are in doubt over and it will be answered in this column.

#### DO YOUR FRIENDS ADVISE FROM EXPERIENCE?

A few years ago a certain young lady made up her mind to resort to chiropractic for relief. She had suffered so long and so intensely that she decided to give chiropractic a trial.

Like a good many others who would not allow her good judgment to be her guide, she stopped taking adjustments after having tried but a few. The result was that she continued to suffer as in the past.

It wasn't until about two years later that this young lady definitely made up her mind that she would take the adjustments until well. This time she didn't decide to give them merely a short trial. She was satisfied that this method of taking the adjustments was going to do her no good. She was more determined than ever before that she would get well and she was not going to allow any obstacles to stand in her way.

When she began to take the adjustments, she was easily influenced by her friends. She was too sick to care to form her own decisions. She tried every doctor and patent medicine that her friends would suggest. If there were merit in any of the methods employed, she would never feel better because she didn't give one remedy or doctor a fair chance to help her.

There are many types of...

as foolish as this young lady, should profit by her experience. Muster up sufficient courage and go back to your chiropractor and give yourself an opportunity to enjoy health. If your chiropractor is given a fair opportunity to accomplish that which you wish him to do, it will be you who will enjoy the pleasures of being healthy, not he.

#### QUESTION AND ANSWER.

Mrs. P. J. M. writes:—

Question: I moved from Vermont two months ago. I guess I got worn out and I have not felt right since then.

Now I never sleep more than five hours at a stretch and I used to sleep seven or eight every night.

I am tired all the time, can you tell me what to do?

Answer—Take chiropractic adjustments for sleeplessness. There is nothing better for insomnia than the adjustments. The results are made permanent after the cause has been removed.

MAN ASSAULTS  
BOY FINED

## Questions and Answers


Illustration on page 122 shows the advertisement of Drs. Flodquist and Brown, two columns wide by five and one-half inches long.

This is another example of the question and answer system placed in advertising space and is patently an advertisement. It is, however, strong copy in the sense that it is educational, instructive, and convincing. The two pictures placed at the top, together with the title, lead to interest. The attention of the reader is immediately directed to the bold face type in which the two words "question" and "answers" are set. Any question and answer naturally attracts attention.


Interest is aroused because of the common, specific disorder which is discussed. Every one knows of patients suffering with indigestion. Common circumstances lead to common thoughts and the reader, although he himself may not be suffering from indigestion, will naturally think of some friend who is so afflicted and will very likely have an impression made on his mind by the advertising copy. It is also quite possible that he will mention the chiropractor to his friend because a definite disorder is mentioned. If the advertiser had contented himself with merely general statements about Chiropractic, he may have attracted interest and in some cases, have aroused desire, but the impulse to action is far greater when a specific disorder is dwelt upon.

It is for this reason that testimonials are commonly used. Every one who uses a testimonial knows that it will fall into the hands of many people who are not suffering from that disorder; yet it has a very strong appeal to those who are suffering from that disorder and it creates a certain mental impression which is not readily forgotten, even in the minds of those who may not be sick at that particular time.

as a pic-  
GIATE—Yes, the film on her  
teeth. Phone Lakeside 2930



## Your Question AND ITS ANSWER



**QUESTION**—"My wife has had indigestion with gas and heartburn, and obstinate constipation for years. Will your methods get her permanently well?"

**ANSWER**—Chiropractic offers a logical, safe and sufficient method for the correction of the cause of your wife's illness. An examination of her spine will reveal pressure on the middle dorsal nerves, cutting off the full transmission of vital energy over the nerves supplying the stomach. The stomach cannot do its work properly without this energy. Advise your wife that results under proper Spinal Adjustments will be positive. Her symptoms of indigestion, bloating, heartburn and constipation can be permanently eradicated. However, she must first submit to a thorough spinal examination to locate the real cause of her trouble. Then take Adjustments regularly. You will both be gratified with improvement noted.

The purpose of this department is to spread the knowledge of Spinal Adjustments for the correction of the cause of disease. Address all health queries to

**Drs. Flodquist & Brown**  
Night Phone, Lakeside 10016.  
The Eastern Chiropractors  
**Free X-Ray Examination**  
614 Fifteenth St. Phone Oak. 4598

This advertisement is well balanced with the title line and the chiropractor's card in equally bold type. The question and answer are also well balanced in that the question is in light-face type, while the answer is in black-face type. It is the answer that the chiropractor wants to stand out; the question is merely incidental, and the use of these two different kinds of type accomplishes that end.

### Attraction Value

Illustration on page 125 shows a page taken from the classified telephone directory in Denver. It is reproduced here solely for the purpose of illustrating and proving what is meant by the value of contrasts. We have repeatedly stated that contrast attracts attention. You see displayed in this illustration a page with a number of display spaces; yet there is one space on that page which hits you squarely in the eyes as soon as you look at it, and it accomplishes this feat by virtue of three important factors. First is the black cut of Dr. O'Connell, well surrounded, however, by white space. That same cut with printing placed up close to it on each side would lose much of its value. Second, the position and shape of the ad are ideal; and third, its size and limited type matter are a distinct advantage. The amount of space utilized by Dr. O'Connell is exactly the same as the space in the advertisement at the top of the page by Dr. Baker; yet Dr. O'Connell's ad has a greater attraction value.

I am personally not a believer in individual display advertising in the telephone directory if it is possible to put over a cooperative page. Nevertheless we are discussing here the fundamentals of advertising and not the relative values of individual or cooperative advertising. I understand fully that if only a part of the chiropractors in any community are willing to enter a cooperative plan, and if the others insist upon individual advertising, that those who do individual advertising are ordinarily given an advantage over those who advertise collectively. Nevertheless I am of the opinion that if every one did cooperative advertising, there would be just as much Chiropractic sold through this medium and it would be distributed about the same as it is here where each advertises individually. This with the exception, of course, that the advantage is held by that chiropractor who buys a greater amount of space and displays his copy best.



See page 124

### Strong Action Line

Illustration on page 127 also shows a telephone directory advertisement occupying a full page. I reproduce it here merely to call to the attention of the reader the strength of the copy, particularly the action line. Observe this action line carefully and note that after the brief explanation of Chiropractic, the reader is inspired to "start today." Dr. R. W. Chalmers has here eliminated the negative which is so common and is usually in the form of "Don't put it off," or "Don't wait," or "Why suffer longer?" All those are negative. This copy leaves out that negative and says, "Decide 'To-day I Start Toward Health.'"

This copy would be as effective or more effective as a newspaper advertisement than as a classified directory advertisement for the reason that the average person looking in the classified section of the telephone book is looking for something definite and has his mind made up if he is looking for a chiropractor. Copy which serves to convince him of the merit of Chiropractic is largely wasted. The important thing is to show the prospective patient (for he is a prospective patient when he is looking up a chiropractor in the telephone book) the name, address, hours, phone, and capabilities of the individual. The importance purpose should not be to sell Chiropractic.



30 Chiropractors

DENVER CLASSIFIED DIRECTORY

Chiropractors

**DR. R. W. CHALMERS'****CHIROPRACTIC****HEALTH SERVICE**

207-B HOTEL FIRST AVE.

1ST AVE. &amp; BROADWAY

**WILL SOLVE YOUR HEALTH PROBLEMS**

Whether it be loss of pep, an acute attack of cold, pneumonia, diphtheria or an old chronic condition of gastric ulcers, constipation, gall stones, asthma, tuberculosis, etc.

*Don't Give Up Hope!*

R. W. CHALMERS, D. C., Ph. C.  
(See Dr's & Dr. Palmer Graduate)

**EXPERT X-RAY ANALYSIS**

Will show you where your backbone is out of line, causing pressure on nerves thru which flow the current of life from brain (dynamo) to the diseased part (motor). With pressure relieved the illness departs. Study the cut below and

**DECIDE "To-day I Start Toward Health"**

**CALL**  
**South 6920**  
 For an Appointment



**OFFICE HOURS**  
 Day 9:30 to 12 M.—1:30 to 6 P. M.  
 Night: Monday, Wednesday and  
 Friday 7:30 to 9 P. M.  
 And by Appointment

**FREE Spinal Analysis***CALLS MADE PROMPTLY*

## Advertising in Scotland

Illustration on page 129 shows a newspaper advertisement printed in the Evening Dispatch of Edinburgh, Scotland, by H. Ben Bolt, D.C. Considering the five functions which an advertisement has to perform, let us analyze this one.

First, does it attract attention? The unusual illustration which combines the picture of Ben Bolt with the slogan beneath it is characteristic and stands out on a newspaper page. It has a great deal of attraction value. It will be observed that there are three questions placed before the title line. This advertisement would have greater attraction value if these three questions were not placed at the top of the ad. If that entire space were given over to the attention line or title line, it would have greater attraction value. "By merit alone" is a strong heading and should have nothing to detract from it, much less the three questions that are placed above it. It is, of course, the intention of these three questions to attract attention but the answer to any of them is obvious and they would be better placed immediately before the closing line which is "Try Chiropractic and get well."

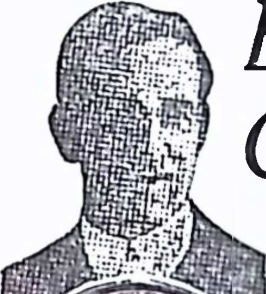
This advertising copy has undoubtedly the value of arousing interest because the title merges so splendidly into the following copy. The title quite naturally draws the reader into a perusal of the following statements and thus his interest is aroused. The first three paragraphs are calculated to and do carry interest. They are educational and they fix in the mind of the patient the conclusion that Chiropractic must be a responsible science else it could not have gained the recognition which it has in the comparatively short space of time. These first three paragraphs are strong in establishing confidence which is one of the great functions of any advertisement.

The fourth paragraph creates desire in the mind of the

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er of the  
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t. Gala-  
PROVE  
ROOM  
LAGRL  
LLOP  
LAGRL

—do you enjoy your pain ?  
—are you married to your disease ?  
—will you be lonesome without your suffering ?

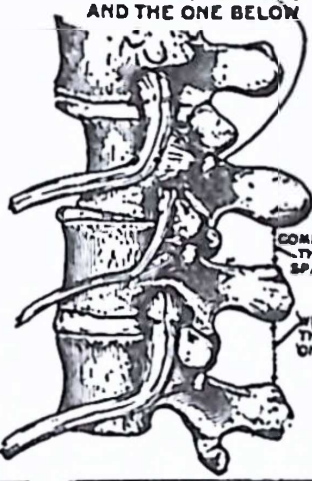


## By Merit Alone Chiropractic

has grown from an idea in the mind of one man in 1905, to the second largest health profession in the world.

Twenty-six state governments have recognised the science as distinct and different from anything else on earth.

In less than nineteen years this growth has been effected by reason of its efficiency as a health method.



**COMPARE THIS NERVE**  
WITH THE ONE ABOVE  
AND THE ONE BELOW

COMPARE  
THIS  
SPACE

WITH  
THIS  
ONE

**YOU NEED  
Ben Bolt  
TO ADJUST  
YOUR SPINE**

**Try Chiropractic and Get Well**  
Literature sent free on request

**H. Ben Bolt, D.C.**  
Palmer Graduate Chiropractor  
4 YORK PLACE, EDINBURGH  
20 ROYAL TERRACE, GLASGOW

See page 128

reader who is sick and who has tried other methods which have failed to give him relief. This paragraph also is strong in establishing confidence. Thus we find that the function of arousing interest, creating desire, and establishing confidence are all well carried in this copy.

It is my opinion that the action line, "Try Chiropractic and get well," could be improved. The word "try" implies doubt and lacks positive assurance. A statement of "Get well through Chiropractic" or "Chiropractic restores health" would be an improvement. There are undoubtedly other action lines which would be as effective or more effective than these suggested. If it is the purpose of the advertiser to employ the three questions used, they could be effectively placed before this action line, although in my judgment, these three questions add little if anything to attraction value, interest, desire, or the inspiration for action.

The balance of the ad is standard and carries the name and address of the chiropractor. It would be well if it also carried the telephone number and the hours, although it is possible that these items are not as important in Scotland as they would be in the United States or Canada.

In my opinion the cut of the spine adds little if anything to this advertisement. There is nothing in the printed copy which refers to it and if an individual knew nothing of Chiropractic, this cut would be meaningless. If it were removed it would give an opportunity for the use of larger type and a more effective display of the pulling copy of the ad.

### Make Your Lead Line Talk

Illustration on page 132 shows the advertisement of F. W. Bonsall, printed in the Newcomerstown News, Newcomerstown, Ohio. This advertisement depends more upon its size for its attraction value than upon its title or attractiveness. It is three columns wide and eleven inches long or approximately thirty-three column inches. The cut of the chiropractor is, of course, for the purpose of attracting attention but it is a one-column cut and loses much of its attraction value because of the large type immediately above it which constitutes the lead line.

There is little about this lead line to attract attention. "Chiropractic, the Science" is in itself not a good attraction value line. Anything that creates in the mind of the reader an idea of technicality is passed over with little thought. Science implies technicality and materially weakens the copy. There is no human interest in this attraction line and yet it overshadows all else in the space. The type is all right, its position is all right, and its size is all right, but there is nothing in it to grip the attention. A title such as "Why Blame Fate?" or "Who is the Judge?" would be far more apt to attract the attention of the reader than the title which is used. The interest of the average reader is not especially aroused unless the person is actually ill and has tried other methods without success. Interest could be gained much more effectively if the advertisement carried a thought that was applicable to all classes of people.

The function of creating desire, however, is well covered in this advertisement. It is covered by the special designation of certain disorders, all of which are common, such as stomach trouble, kidney trouble, grip, etc. The use of the word "free" is good because of its attraction value. People are always interested in anything that is received without compensation




ARTSTOWN NEWS

# Chiropractic

## KI-RO-PRAK-TIK

### THE SCIENCE



**THAT** deals directly with the cause of the so-called disease. If you are sick and ailing, do not continue to berate fate, but call on the Chiropractor and have the cause of your ailment removed. If there is a doubt in your mind whether or not Chiropractic will help you; do not let yourself be the judge, but see a chiropractor and ask him to explain to you the principle of chiropractic, and also how it may be applied in your case. Don't think your case hopeless until you have done this.

By means of CHIROPRACTIC ADJUSTMENTS the pressure is removed from the nerves and life energy flows from the brain to all parts of the body uninterrupted, and the result is health and strength.

All troubles such as STOMACH, LIVER AND KIDNEY TROUBLE, CONSTIPATION, RHEUMATISM, LUMBAGO, NERVOUSNESS, NERVOUS BREAKDOWNS, TONSILITIS, GOITER, GRIP and CRAMPS, and many other ailments all yield under CHIROPRACTIC ADJUSTMENTS.

## FREE

### Investigate this Science

The investigation will cost you nothing but just a little of your time. It is simple and easy to understand. You owe the investigation to yourself, to your family, and to your relatives.

## F. W. BONSTALL

**Palmer School Graduate Chiropractor**

Office Hours: 10 to 12 noon, 2 to 5 p. m. Evenings: Tuesday, Thursday and Saturday 7 to 8 p. m. Other hours by appointment. Residence calls given prompt attention. Residence phone 277-3r.

**Maude Scott Bldg., Canal Street**



and by looking over many advertisements, you will find the use of the word "free" very common. In this instance it has a direct application and is well used.

There is, however, no action line in this advertisement. There is nothing in it that would cause the reader to actually call on the chiropractor. The advertisement would be materially strengthened if a line were used to urge the reader to action. Confidence is somewhat established by the well-displayed line "Investigate this science." To invite the public to investigate is to inspire confidence. In brief, then, this advertisement is effective in inspiring confidence and in creating desire. It is also strong in that it gives the location, hours, telephone number, etc., in good, bold type, but it is weak in its attraction value and in its interest-arousing function.

## CHAPTER VII

### SELLING

There are three phases to this business of selling Chiropractic and they are the same three phases that must be met in a commercial line. We are selling our services to the public just as the merchant sells concrete goods to his customers and just as the manufacturer sells his product in wholesale quantities to large dealers. The merchant must carry all three separate and distinct phases in the conduct of his business. He must advertise through the printed page in such a way as to create in the public mind a desire for the products he has to dispose of. Having created this desire, he must, through employed salesmen, convince the prospective purchaser of the merit of his article, and the final phase consists in the delivery of his product. The chiropractor is placed in the same position. He must create in the mind of his public a desire for his services. After this he must convince those prospective buyers, through personal contact, that Chiropractic is the method needed, and in the last phase he must deliver to the patient the thing he has said he could deliver. In this article I am particularly concerned, however, with the first phase, dealing especially with the advertising psychology.

#### Function of Advertising

The purpose and intent of all advertising is to create interest and desire on the part of the readers. No matter what advertising method is used, these two principles must be kept constantly in mind. The mistake in much Chiropractic advertising is that we attempt to carry the second phase, that of the salesman, in our publication, and thereby lose the beneficial effects which these publications might possess in creat-

ing interest and desire. This is not entirely a mistake, providing these publications can be purchased at such a price that the chiropractor can make profitable returns on the investment. In the average newspaper, however, with any considerable circulation, it is not possible, and any attempt on the part of the chiropractor to educate or explain the principles of Chiropractic here are ineffective.

### Consistency

I see occasionally half-page or full-page advertisements in papers with a goodly circulation. I know something about what those advertisements cost. I know that no chiropractor can keep that pace up consistently; therefore I know that it is a spasmodic outburst. This is not good advertising. Any one who has experience in the advertising game knows that it is not good advertising. Far greater results would be obtained if the chiropractor would carry a small ad giving his name, business, address, phone number, and office hours. This he could do many times, day after day, and thus build up an accumulative value that cannot possibly be done with spasmodic advertising. If he still wants to explain what Chiropractic is through the printed medium, let him employ such publications as the *Chiropractic Educator*, or other tracts, which do not carry such a prohibitive cost. I think that telephone directory advertising in the classified section brings more business in proportion to the money spent than any other method I know of. The reason that chiropractors waste so much money in useless newspaper advertising is that, in the case of the newspaper, solicitors enter the office and sell their space right on the ground. It is not always an easy thing to turn down a good salesman. He sells you the space and you may kick yourself the next day for having purchased that space, yet you are compelled to take it or lose your standing with the newspaper, which no chiropractor can afford to do.

### **Prevent That Loss**

I say without hesitation that from 85 per cent to 90 per cent of the advertising carried by chiropractors in newspapers is ineffective because poor copy is used. The chiropractor either tries to write these ads himself or he gets some local man, who is not up on the necessities of our particular kind of advertising, to write it for him. This article is particularly to assist these men. Even though the chiropractor employs a local ad writer to produce his copy, he should know the fundamental principles upon which good Chiropractic advertising is produced. And I might say right here that they are the same fundamental principles that are used by all well-grounded advertising concerns in whatever campaign they may be engaged.

### **A Limited Appeal**

Chiropractors in the main have written their advertising matter with a view to appealing to the sick person—that is, the sick person who has lost his health to the degree that he is incapacitated. Naturally such a person is interested in regaining his health; yet by writing this form of advertising the chiropractor is appealing to only a small proportion of the people in his community. Isn't there some appeal we can make which will have as vital an influence on the entire population? Let us see what appeal we can make to do so.

We have said that the only thing the chiropractor has to sell is his service in the form of adjustments founded on his knowledge of the Chiropractic science. Yet if your advertising is calculated to sell your service, you will get nowhere, and this for the very good reason that the community is not interested in whether they have your service or not. Nor can you sell to the average mind the health idea. The man or woman of today, except in small proportion, is not essentially interested in health except as a means to an end.

### **What Did the Automotive Industry Do?**

In the automotive industry a systematic campaign of education has been and is being waged to convince the public of the importance of keeping their automobiles in order. They have learned that it is less expensive to do this than to let the automobile run down until something goes smash. This has necessarily been a process of education because the average automobile driver is not concerned with the little rattles that occur in his car from day to day. So long as it will run—get him where he is going and bring him back without any great difficulty—he is satisfied with the performance. He is satisfied because he does not know that these little rattles and loose bolts will some day bring him to sudden and unexpected grief. This is the thing the automotive industry is teaching the public today and up-to-date concerns are inviting their customers to come in every so often and have their car thoroughly gone over with a view of taking care of the little things to maintain that machine in order. They are beginning to sell the idea that to maintain efficiency is more important than to regain efficiency after it is once lost.

### **Increase Your Scope**

Why not apply this same fundamental advertising principle to Chiropractic? Why not convince the public through education that the little rattles, the little attacks of indigestion, the passing spells of headache, etc., are danger signals which precede a coming collapse. They are merely nature's way of acquainting us with the fact that something is becoming deficient in our physical make up. How are we going to accomplish this end?

We have said that the average person is not concerned in health in itself, yet health is essential in the accomplishment of the ultimate purpose in life. And here we find ourselves faced with the problem of determining what this ulti-

mate purpose is. We soon learn that the important consideration with men is not the same as with women, nor are these two the same as with children.

### Appeal to Men

The great big appeal that must be made to men as a class is the appeal of efficiency. I call your attention to any number of big advertising campaigns that have been conducted in the past and are being conducted today. If these advertising campaigns are directed at men, the appeal is an efficiency appeal. Look at the "Power of Will"—in fact, the entire set of five Will books written by Frank Channing Haddock. The appeal is made to men on the ground of efficiency.

The most outstanding example that comes to my mind is Dr. Elliott's five-foot shelf containing fifty volumes of selected writings on a wide variety of subjects. This set of books is advertised squarely on the efficiency appeal. The Autobiography of Benjamin Franklin could not be sold in great numbers if that title were the only picture drawn by the advertisers. However, they have created the slogan of "Fifteen minutes a day." They show how, by spending fifteen minutes of one's time every day reading the Elliott five-foot shelf, a liberal education may be obtained. They show on the one hand a picture of a young man reading a newspaper, his book laid aside. They show him with a careworn face, rumpled hair, and they show immediately above this picture a little oval with the same young man on the following day seated on a high stool at some clerical job, earning possibly fifteen or eighteen dollars per week. On the other side they show a young man of eager expression reading an Elliott book. They show in the oval above him that same young man on the following day seated at a mahogany desk, directing the affairs of other men. The appeal is squarely an efficiency appeal to sell a commercial product. You can go through any number of



advertising campaigns and you will find that this is the big appeal made by every good advertiser to men.

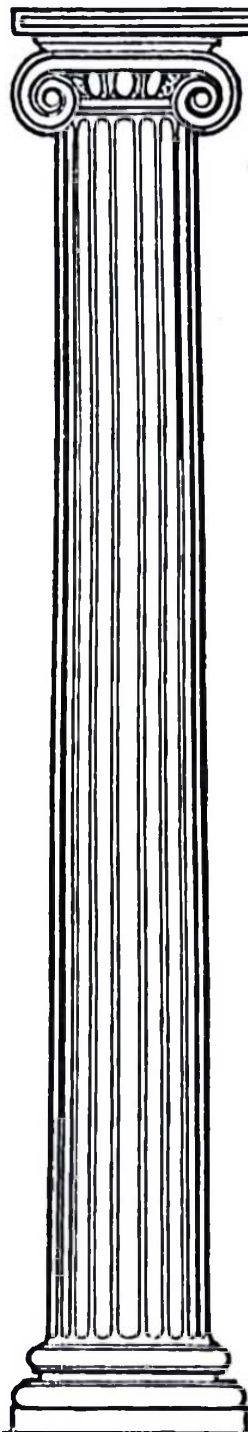
### **Appeal to Women**

But that isn't true of women. Here we have an entirely different class with an entirely different viewpoint. The great appeal made to women is the appeal of beauty or attractiveness. It is evidenced in the slogan, "A skin you love to touch." Now whoever heard of anything being sold to a man on such a slogan! A man is not particularly concerned in whether any one loves to touch his skin or not. Another good slogan is "that school girl complexion."

You can go still further to even ordinary articles. Would it ever occur to you that the Hoover vacuum sweeper was sold especially on the beauty appeal? On one side of the page is shown a woman with hair uncombed, a careworn face, dressed in an old wrapper of some sort, sweeping with might and main, raising a huge cloud of dust, and giving in all the appearance of being worn out by hard work. On the other side of the page is shown the picture of a woman with hair properly done, no lines in her face, powder on her nose, and dressed in a nice, clean, simple gown, pushing the vacuum cleaner along with no effort at all and yet producing the same results. This article is being absolutely sold on the attractiveness appeal and so I could go on and on and enumerate hundreds and hundreds.

### **Appeal to Children**

With children neither of the two appeals mentioned above are essentially strong. The big appeal to the child, made through the parents, is the appeal of development. Every parent is interested in seeing their child, whether boy or girl, develop into strong manhood and womanhood. They are concerned in their physical development as well as in their mental application.



**YOUR BOY**

WHAT ARE YOU DOING TO  
SEE THAT HE GROWS INTO A  
STRONG. HEALTHY. VITAL  
MAN? YOU WANT HIM TO BE  
STRONG MENTALLY. MORALLY.  
AND PHYSICALLY.

**CHIROPRACTIC:**  
WILL FIT YOUR BOY TO MEET  
THE KEEN COMPETITION AND  
STRUGGLES OF MANHOOD  
WITH A SOUND AND HEALTHY  
BODY.

START GETTING WELL TO-  
DAY.

**HEALTH & HEALTH**  
**CHIROPRACTORS**

Address                      HOURS                      Phone

See page 241

### **These Are Principles**

Why have I drawn these pictures? Because the same fundamental appeals that are made by advertisers who have made a study of the problem, can and should be used by chiropractors whether they write their own copy or not. See that that man who already possesses the instinct for efficiency is sold to the idea that health promotes efficiency and that Chiropractic adjustments promote health. He isn't concerned in adjustments nor is he concerned in health, but he is concerned in efficiency. Therefore sell him the efficiency idea. With women the same thing can be accomplished by selling them the attractiveness idea and with children by selling the development idea. Above all, having been successful in our advertising campaign and having been successful in our personal contact campaign, let us ever bear in mind that we have incurred a responsibility to deliver service twenty-four hours out of every twenty-four if that service can in any way promote efficiency, attractiveness or development. Let us realize our obligation in the delivery of this thing which we have been so careful to sell in a proper manner to our prospective buyers.

## CHAPTER VIII

### **CHIROPRACTIC—BUSINESS OR PROFESSION?**

More and more in the past several years we have heard of the business of Chiropractic; less and less we have heard of the profession of Chiropractic. I feel that herein lies a real problem and that we are in danger of overbalancing the ship to the extent that the high ideals upon which our science is founded may be made commercial. Up to a certain point I agree that Chiropractic is a business, but the danger lies in making it purely a business to the extent of overshadowing every other consideration. In the P. S. C., as well as in other Chiropractic schools, students are taught salesmanship. They are taught business methods; they are instructed how to conduct an office and they are informed as to the various methods of advertising which are most effective. Unquestionably, the Chiropractic profession uses more printers ink per year than all other professions combined. We are the heaviest buyers of space in newspapers. We spend more money to put out in our communities educational matter which will inform the public of what Chiropractic is and what it purports to do. Nor is this procedure wrong providing the proper slant is acquired as to its purpose. So long as business methods are used and advertising campaigns are conducted with the proper intent in mind, it cannot be overdone. But when that proper intent does not exist, it can very easily be overdone. Nor is this peculiar situation applicable to the Chiropractic profession alone; it is applicable as well to every other business.

#### **Chiropractic Is a "Service for Sale"**

The merchant who conducts a general store carries a certain amount of advertising space in the publications reach-

ing his community. In this way he implants in that community a desire for the thing which he possesses. He hires a corps of salesmen and these salesmen are trained to carry on the selling campaign which he has begun in the newspapers, by explaining to the customers, when they appear in the store, the good points of the articles in which they are interested. He strives to complete the sale by convincing them not only of the necessity of the goods on the shelves but of their superiority. Thus far the responsible merchant follows the same course as the irresponsible. The difference lies in the completion of the transaction.

### **Complete the Transaction**

The responsible merchant realizes that in order for him to render a service to his community, he must not only advertise in the newspapers and employ a corps of capable salesmen, but that the permanency of his service can only exist if he delivers to the customer the thing which his advertising and his salesmen have said he could deliver. By doing this, the responsible merchant realizes that his success in that community is indefinitely assured. He knows that so long as he wants to stay there and conduct his business, he will receive a good trade because he has established in that community a confidence born of his honesty in delivering a high grade of goods. In other words, he has sold to that community the idea that he can and does deliver the thing he says he can deliver, and he has created in the public mind a belief in his organization. These people who are satisfied come back time after time for further purchases and thus his business continues to grow. There is as much fun in the business world in the building of a reputation and the knowledge of the confidence one has established among his fellowmen as there is in the accumulation of the dollars that go with such a success.

### **Build for the Future**

Chiropractic is no different. We have on our shelves a certain brand of goods. The thing which we are selling to the public is Chiropractic, to restore health or to preserve health among those people who buy our product. The responsible chiropractor is vitally concerned, not only in the proper advertising campaign which is to acquaint the general public with what he has and what he can do and create in that public mind a desire for his goods, but he is also concerned in meeting the patient personally, convincing him of the effectiveness of Chiropractic adjustments in dealing with the particular disorder from which that patient is suffering. In addition to all this, he is concerned in delivering to the patient that thing which his advertising, and which he personally, says he can deliver. By doing this, he realizes that his future business is being built on solid ground. He understands that it is just as important to build confidence in the public mind as it is to create desire in the public mind or convince a prospective patient through a clever talk.

### **Too Much "Business"**

The Chiropractic profession in part, however, seems to have grasped the wrong perspective on the importance of the first two phases of salesmanship. This class seems to believe that clever advertising and a smooth talk when the prospective patient appears in person is as far as the selling game goes. He is, of course, so much better off if he happens to get good results on his patient, but he is very much like the smooth oil salesman who is principally concerned in disposing of his little green sheets of paper, feeling that if his proposition does make any money he is just that much better off, but knowing that even if it does not, he has made a fat commission on the sales made. He realizes that he can go into some other community and work the same game again and that he can keep this



process up as long as communities can be changed. Too often the chiropractor assumes the same viewpoint. He realizes that if he can but dispose of a few adjustment cards and get the money in his pocket, he can move on to another community, and he seems to feel that it matters little whether he gets results on his patients or not. He fails to build a solid foundation. At the end of six months or a year, he finds that he has bled the community. He has lost confidence, not only in himself, but far worse than that, he has lost the confidence of that community in the science of Chiropractic. Here is a case of too much business and not enough professionalism. Or rather I might say, too great an importance placed on preliminary business and not enough importance placed on the ultimate end.

### Rolling Stones

I say it as a fact that every field practitioner knows, there is no single policy which is followed by many members of the Chiropractic profession that does as much damage as this. They drift into a community, stay there like the drone in the hive to get the cream and then they drift on to some other community to repeat the performance. They are a danger. That danger may not be apparent except in sporadic instances, but eventually it becomes a real menace to the science of Chiropractic.

Have you noticed that the smooth oil salesman is not as common as he was a few years ago? Do you know why? The reason is that thousands of these gentlemen of the smooth tongue and rapid fadeaway have been working this country. The public is wise and usually this gentleman is greeted now by the prospective buyer with a knowing smile and a twinkle in the eye which says more plainly than words: "My friend, I have played that game before." And more often than not, that salesman finds that the communities all over this country are on to his game. It took a number of years to wake us up

but we are finally on the job. The oil salesman has had his day. The salesman of fake radio stocks is beginning to appear. He won't last long—the public is getting wise.

### Drifters

But let us apply this same reasoning to the Chiropractic profession. Dozens of towns in these United States have had chiropractors drift in and out. They slip in stealthily, and they leave without a trace of their future residence. Another chiropractor comes to the community. He does the same thing. I know of fairly small towns where as high as eighteen or twenty chiropractors have been located and left in the last two years. What kind of an impression do you suppose that makes on the community? What kind of an uphill fight do you suppose the genuine chiropractor who goes to that town to make it his home is going to have? The people are going to look at him and smile. They are going to read his advertising and they are going to say to themselves: "I have had that game worked on me before."

Only this morning I received a letter which typifies a general situation. It is from a daily newspaper in the state of Michigan and says:

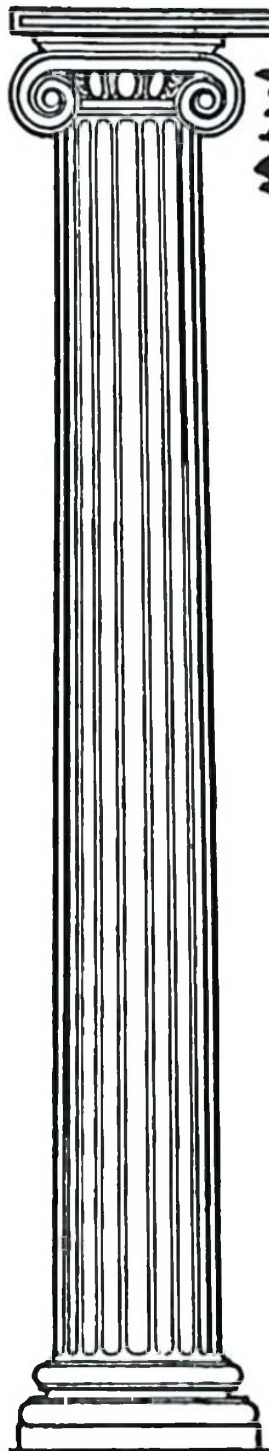
*"Dear Doctor:*

Blank & Blank, graduates of your school, lately located in our town. Have hurriedly left town and have neglected to pay their account with us which amounts to \$24.84. We will appreciate your sending us their address and any assistance you may give us in helping us to collect this account.

Very truly yours,

DAILY PUBLISHING COMPANY.

How do you suppose this newspaper is going to feel toward a genuine chiropractor who comes to that community with every good intent? How is the community in general



**HEALTH**

It is the most priceless possession we have. It inspires ambition, hard work, and success.

**CHIROPRACTIC**  
has restored health and happiness to millions, and so it has grown to the foremost drugless health science of all time.

Start getting well today.

**HEALTH & HEALTH**  
CHIROPRACTORS

Address                      HOURS                      Phone

See page 241

going to feel, particularly when these chiropractors have been located in the town for only a few short months? They have created a fine condition for other chiropractors who are to come, and it will take months of uphill work to live down the reputation which they have created for Chiropractic in general. All because they were too vitally concerned in the printed advertisements and in a smooth talk and were not at all concerned in the service to be rendered to their people.

### **The Remedy**

I presume that these people who change locations regularly and jump from here to there have little concern for what the chiropractor who is to come will have to face. How can the profession prevent this sort of thing? I believe that the underlying reason for these rapid moves and damaged territories lies in the fact that the chiropractor who does this thing has been oversold to the importance of advertising and smooth talk. I believe he has been undersold to the idea of obtaining results. I believe the reason he leaves is that he is not wise enough to know that clever advertising and a smooth tongue without a special concern for the welfare of his patients creates a barren territory. His only hope lies in moving on to the next town. I believe if he were thoroughly sold to the necessity of being concerned about the welfare of his patients, it would not be necessary for him to leave a community in which he locates and founds a business.

Business in Chiropractic, when it leads to the ultimate end of rendering service, is good but business without the ultimate end of delivering service is dangerous. Let us chiropractors grasp more firmly this idea of concerning ourselves with service and let our business be a business of delivering service—not a business of clever advertising and a rapid fire sales talk with nothing to back it up.

## CHAPTER IX

### PRICE CUTTING

In selling commercial commodities, it is fairly simple to compute the price at which the article must be sold to the public. Wise business men have long ago learned that the price of an article which is sold to the retail trade must be such as to offer a reasonable profit over and above the cost of the article together with the expense of selling it, which expense includes overhead and advertising of all kinds together with the cost of carrying it on their shelves.

#### Selling Price

The good business man realizes that it is just as poor business to sell an article at an excessive profit as it is to sell at a loss or at a too narrow margin. The result of selling at an excessive profit is that competitors enter the field who can and do undersell him and still maintain a thriving business. That means that the merchant who has been selling at an excessive profit must lower his prices and when he does so he loses in part the confidence of the community because he admits to them that he has been selling the article for too much money in the past. They know that if he has done that with one article, it is likely he will do it with others should the opportunity present itself, and they can never be quite sure but what he is doing it then on other articles which he has for sale. To prevent this very thing, many manufacturers set a fixed price at which a universally used article must be sold and it is up to the merchant to keep his overhead and selling cost within a range wherein the article can be purchased by him and still sold at a profit. All of this is essentially true of merchandise which is bought at a certain fixed price.

### **What Did Your Goods Cost?**

With the professional man an entirely different problem must be met and solved. Instead of buying a physical property which he is later to dispose of, he has invested his money and his earning ability for a stipulated time in an education which provides him with an ability to deliver a certain service. He must then deliver that service at a cost which will return him a fair compensation for his time and at the same time provide a return on the investment which he has made.

### **What Is Health Worth?**

Who can say what health is worth? It is something which can't be bought arbitrarily. Its value to one person may be an entirely different value than would be placed upon it by another. Certainly the value of health to Henry Ford might be worth a million dollars or more and yet if that price were arbitrarily placed upon a service to bring health, that service is placed beyond the reach of the great majority of mankind. No one can go into a community of laborers and expect to get the same price for his services as he can get in a large community of retired and financially independent people. It is also true that some professional people possess greater ability than do others and so the value of the service which they have to render is not on a constant basis.

All of these things enter into the problem of price for professional service and the chiropractors, being a relatively new profession, have not as yet satisfactorily worked out a basis of charge for professional service. This is for the very good reason that they have attained their educations under all manner of circumstances and in all grades of institutions. Some of them who have attended the best schools have spent thousands of dollars in actual outlay and in lost production in other vocations in obtaining their education. Still others have attended short courses and cheap schools carrying their

classes at night and have lost no time or productive energy. Thus the cost of what ability they possess cannot be compared to the cost of the ability attained by the individual who has studied the subject thoroughly. Yet these two types of individuals meet in open competition in a field which is as yet imperfectly protected by legal recognition. Each calls himself a chiropractor and each holds forth his services to the public. Under these conditions the problem resolves itself to a building of confidence in the public mind and each strives to do so in his own peculiar way.

### **What Should You Charge for Your Service?**

I feel, however, and I believe that the vast majority of chiropractors feel, that it is high time that a regulation charge for professional service among chiropractors be adopted. Not that it need be the same in every community, because communities vary and conditions in different communities would recommend a different price for the service rendered. But in the same community, among chiropractors who are thoroughly equipped, there should be a regulation standard charge for service. For this reason it would seem advisable that chiropractors organize and have as one of the definite objects the regulation of rates. I know that many chiropractors will say, "That is all very well to write about. It is all very well as an ideal condition, but when chiropractors won't live up to such regulation, what are we to do?" It is this problem with which I am most concerned and about which I would speak.

### **Does Price Cutting Pay?**

Price cutting has long been the evil genie of business. It is the most insidious, the most unfair, and the most discouraging kind of competition to face. It is purely destructive in its effects and leads to no ultimate good either for the individual who perpetrates it or for his competitors. It is a boomerang which comes back to the shortsighted individual



who practices it and strikes him down as effectively as though it had been aimed directly at himself. It is quite true that it may jeopardize the best interests and even destroy the practice of his competitors but this latter result is problematical. To the individual who practices price cutting, eventual elimination is absolutely certain. Why is this true? First it is true because many people feel that a professional man's ability is measured by his price so long as that price is within reason, and when a chiropractor goes into a community where the regulation charge has been \$2.00 per adjustment and seeks to build a business on a charge of \$1.00 per adjustment, the people of that community automatically classify him in the classification which by his action he has admitted.

### **The Price Cutter Slips**

In the second place, when he cuts the price in half, it is necessary for him to do twice the business of his competitors in order to equal them and this in the main he cannot do. If he cuts the price in half and if he still makes a comfortable living and a reasonable return on his investment, then the price of \$2.00 in that community was too high. If, on the other hand, this chiropractor finds that \$1.00 per adjustment does not provide him a living and does not yield a reasonable return on his investment, he is suffering a loss every day he continues in business. He is traveling on the thin margin and it is purely a question of time until in his desperation to increase his business he will begin adjusting for still less money. He will still find that in the estimation of the community he is traveling down the ladder, and he will finally awaken to the fact that he must produce a revenue in some other way than by his Chiropractic service.

### **Grasping at Straws**

The probabilities are that he then gets into some other field of endeavor for at least a part of the time, but he still

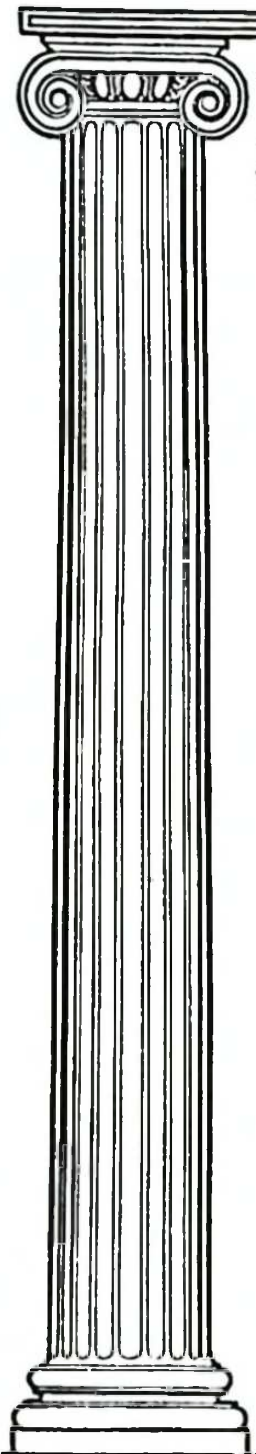
holds on to his Chiropractic. He still practices in a desultory sort of way, perhaps maintaining an evening office or perhaps visiting a few cases from house to house during the evening hours. He is nearing the end of his professional career. Why is he nearing the end? Because the public has lost confidence in his ability. To whom do we, as chiropractors, go when we find that our teeth are in need of the services of a dentist? Do we patronize the fellow who works in a store in the daytime and practices for a few hours each night, or do we go to the man who gives all of his time to his dentistry? Does the difference in price have a great deal of bearing upon our decision? It does not. Whether we analyze the matter in our own minds or not, we actually come to the conclusion that the fellow who must work during the daytime and practice dentistry at night cannot be efficient. We reason that if he is proficient, he would be practicing dentistry alone as a profession.

### Who Will Survive?

We must understand that Chiropractic is as yet a young profession, that it is not thoroughly settled. But in my judgment the next few years will see the public viewing Chiropractic just as it views the other and older established professions. The public will have confidence in that individual who practices Chiropractic as a profession and finds it sufficiently lucrative that he does not have to take on other work. Thus the nighttime, the door-to-door practitioners and all the other incompetents will be automatically eliminated. During the process of elimination the good chiropractor is necessarily going to be hurt. Yet even so, he is the one who will eventually survive.

### Suicide

This business of cutting prices, however, is not confined to the short course chiropractor. It is not confined, at this stage of the game, to the person who is illy equipped. I know



**BEAUTY**

*What is there more beautiful than the natural expression of perfect health? It brings the sparkle to the eye, the irresistible charm which makes friends with all the world.*

**CHIROPRACTIC**  
*has brought health and beauty to countless numbers. It can do the same for you.*

*Start getting well today.*

**HEALTH & HEALTH**  
CHIROPRACTORS

Address                      HOURS                      Phone

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of a number of cases where chiropractors from reputable schools have gone into communities where chiropractors were already established and have sought to build their business by cutting the price. This is not only despicable but it is suicidal. It may look for a time as though it pays, but in the end it cannot pay. A price should be set that is fair and reasonable, and business should be built upon the service rendered. The newcomer in a community must understand that the chiropractor who has been located there and who has spent several years of his time and much of his money in placing Chiropractic on the map there, has the advantage which naturally follows an established business. If he does not reach the mark set by the older chiropractor in the first few months, or even in the first few years, he should realize that cutting the price will not in the end accomplish the thing he desires; it will ruin the field in part for his competitor and totally for himself. No individual, whether he be selling merchandise or professional service, can sell at a loss and still stay in business year after year. He eventually eliminates himself and that person is very shortsighted indeed who kids himself into believing that by cutting the price under his competitor he is building any permanent good for himself.

We will have the price cutter with us always. I believe they are more prevalent today than they have been, largely because of the great number of incompetent chiropractors who have gone into the field in the past few years. The next few years, however, will see a very material decrease in this number because the very system which they employ is evidence of their incompetency and spells their ultimate failure.

## CHAPTER X

### CONFIDENCE

The other day Bill Smith walked into my office. Of course Bill Smith is not his real name but it will do for the purpose of this discussion. As a matter of fact there are many Bill Smiths in every city and town. All of us know some of them.

Bill walked into my office full of pep and enthusiasm. As usual, he was cheerful. He made a bright spot in an otherwise hard day. He unfolded to me a plan in which he was, for the moment, vitally interested. Bill has a keen, analytical mind and pretty sound judgment, and I admire him for these qualities. I also admire him for his stick-to-it-iveness, for his willingness to take punishment in order to carry his point. In fact there are many things about the man that appeal to me very strongly and as I listened to his story I became more and more convinced. When he had finished, I was almost won over. I say almost won over because my friend is an expert salesman and has the ability of carrying conviction in what he says, but my reason also told me that some of the points he had made were questionable and I began to inquire into the detail of his plan. He was ready to meet my every argument. In fact he more than met them. He elaborated on each one, brought up examples to prove his case, and did his level best to convince me of its soundness.

But it happens that I have known Bill Smith for a number of years, and while I know that in some things he is dependable, I have also discovered through past experience that in some details his statement cannot be relied upon. I remember the first time this fact was brought forcibly home to me. I was shocked because up until then I had had implicit

confidence in his statements. But that one rude awakening placed in my mind a question on everything he had told me although I knew for a certainty that much which he had said was fact. Since this first experience, he has on several occasions made statements in substantiation of his claims and arguments which I knew were not true, or if they were true, the statements were worded in such a clever way that they carried an inferred meaning which did not check with the facts. And so, because of perhaps half a dozen statements which I knew were not true, I have reached the point today where everything stated by this man is discounted by me. Undoubtedly many of these things which I discount are entirely true and, if so, I am in the wrong in discounting them, but the whole matter is the result of my having lost complete confidence in the statements of my friend.

I repeat that in many, many qualities Bill Smith is an admirable individual. He is far above the average. He has excellent qualities and I love him for those qualities; yet he is not the type of man whose word I would gamble on.

### **All Wool and a Yard Wide**

I also have another friend whom, for the present, we may call Frank James. (He is no kin to Jesse.) I have known this man for years. I have been closely associated with him and in all that experience I have never known him to make a statement that was not absolutely true in every detail. If he does not know, he says so. If he presents a plan and its weaknesses are shown to him, he admits them. He does not fight to carry his ideas at the expense of logic or consistency. I would not say that he was especially clever, although he has a mind better than the average, but when I talk to this man I feel absolutely certain that everything he says is true; and while I may differ with him on his opinions and on matters of judgment, I know that he will not try to bolster up his

argument with statements which are not thoroughly dependable.

All of us have among our friends and acquaintances a given number of this type. They may not be brilliant always. They may have other weaknesses. They may, perhaps, not be as entertaining as that individual who can color his conversation with many interesting phrases, yet they do have the undeniable virtue of dependability.

### **Life Blood of Business**

I wonder if we appreciate fully how extensively American business of today is built on confidence. When we pick up a magazine of reputable standing and read an advertisement there, we feel that we can order that article and that when it is delivered it will be exactly as specified. That assumption in our minds is the result of confidence which that firm has spent years of time and perhaps much money in establishing. When you walk into the Marshall Field store of Chicago and an employe tells you about a certain garment, you can bank on it that you do not need to be an expert to determine its quality. The confidence which you have in this firm assures you that what you are told is absolutely true. Every town and city has its Marshall Field. There are certain trades people upon whom you can depend to the last word and there are others whose transactions are always viewed with suspicion. It is the subtle quality of confidence that makes the difference.

### **Lost Confidence**

There is no doubt that in the minds of many people today there is a serious question as to the integrity of many men in public office. From the nation's capital comes report after report and no one knows from day to day whose name will be brought in next. Because a few men have not deserved the confidence which has been reposed in them, the reaction



must be borne by every man, honest and dishonest alike, who is associated in the same general work. Unquestionably many of these men have records which are above reproach. Yet it is just as unquestionable that many of those who have such records are, in the minds of many people, suspected. Confidence has been shaken and no matter how much the political parties try to involve their opponents, the natural result of the entire unsavory matter is that the public, in large proportion, is distrustful of all professional politicians.

Every business man realizes the value of confidence among his customers. Many a business house has, through an error, advertised goods to be sold at less than cost. Rather than to jeopardize the confidence which that store holds in the public mind, they have taken their loss, realizing that to shake public confidence in them would cost far more than the financial loss on the one article involved. No responsible store will advertise or claim for its goods a single thing which cannot be backed up with fact, because they know that sound and continued business is built and held by virtue of public confidence. All around us, in every phase of life, we are utterly dependent upon one another and that dependency is made possible and workable because of mutual confidence in one another.

### **We Must Play Square**

There is no reasonable person who does not recognize this valuable asset in a business way, in a professional way, and in a personal way. And yet I wonder sometimes if this lesson of confidence has fully penetrated the consciousness of every one. Either it has not or some individuals are laboring under the delusion that they are slick enough to travel outside the realm of facts and still retain the respect and confidence that goes with absolute truth and dependability. This is a problem that does not involve the Chiropractic profession alone, nor does it involve the majority of the Chiropractic

profession, but there is no use denying that some of our chiropractors have not yet learned the value of confidence.

### **Why Exaggerate?**

I have seen Chiropractic advertisements which made claims that were not borne out by fact. I have heard chiropractors personally make claims that could not be substantiated. I know that if they do that in their advertisements, they cannot maintain confidence and I know that if they make absurd claims to me, they will make absurd claims to other people, including their patients. It seems to me that one of the first and most outstanding duties of a chiropractor is to establish confidence in the community wherein he works. He should, above all things, be absolutely certain to make no claims which he cannot back up. It matters little whether his deception is an out and out exaggeration or whether the inference which he leaves is not true. The natural result is about as bad either way.

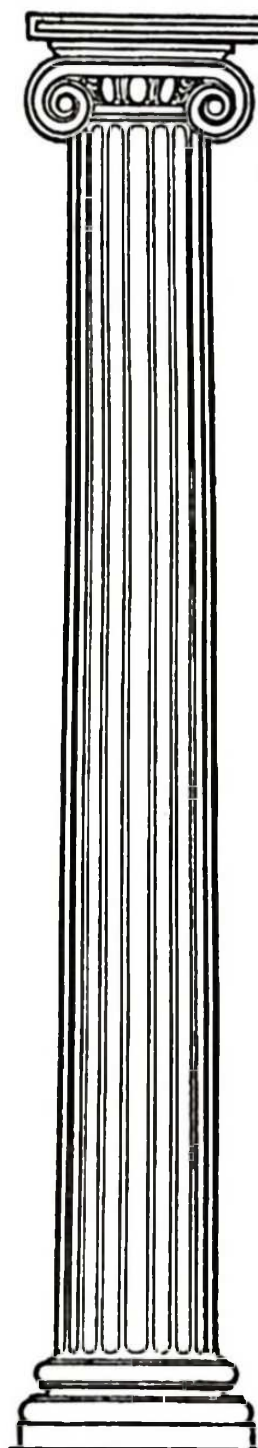
### **Insidious Inference**

For example, a chiropractor may with absolute truth state that Chiropractic is effective in 95 per cent of all diseases but he should make it clear that he, as a chiropractor, does not claim to obtain relief in 95 per cent of cases. I am thoroughly convinced that Chiropractic, under perfect application, is effective in relieving 95 per cent of all diseases, but I have never yet seen a chiropractor who was perfect in every case in his application. Therefore the percentage of his results cannot be as high. If I were to locate in a strange community as a chiropractor and if a case should be brought to me which I felt was hopeless, I would seize the opportunity of telling this patient that, in my judgment, Chiropractic would not be effective in relieving his condition. If I felt that there was a possibility of results being obtained, I would tell the patient so, but

I would explain to him that it was merely a possibility and in my judgment was not a probability. The good effect of such a statement is apparent. Whether that patient took adjustments from me or not is a minor consideration as compared with the advantage of telling him the plain, honest facts. That patient will certainly tell others that you have been perfectly frank and honest with him and this will lead these others to come to you with the assurance that you will tell them the absolute truth about themselves and about your ability to cope with their particular condition.

### **Build for the Future**

With such a reputation established, the chiropractor is building for the future. He is establishing confidence and this same policy should be carried through, and with most chiropractors is carried through, in every single case. There is no single thing that is as important in the building of business as is confidence and confidence can only be established through long continued sincerity and truthfulness. Remember that just one case of exaggeration will lead to a doubt on everything you say because your friends, having learned through experience that you will exaggerate in one thing, can never be quite certain of any statement you may make in the future.



# RHEUMATISM

is the result of poisons accumulating in the body because the organs which should eliminate them cannot carry on their normal work.

## CHIROPRACTIC

discovers the cause of these eliminating organs failing to function, and having found that cause, removes it. With these organs functioning properly, rheumatism cannot exist.

Start getting well today.

## HEALTH & HEALTH

CHIROPRACTORS

Address                      HOURS                      Phone

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## CHAPTER XI

### FRIENDLINESS

I wonder how many chiropractors fully appreciate the value of an attractive personality in the building and in the conduct of their professional business. I feel certain that if they did realize that value, more effort would be made to improve. We have been talking about business methods. We have written reams and reams on concrete things. We have talked systems. We have paid close attention to advertising and office detail. We have given much thought to whether the rest rooms should be rest rooms in common or whether they should be individual rest rooms. We have concerned ourselves with lengthy discussion as to the kind of copy to use in our advertising, and in it all many of us have lost sight of one of the most valuable assets which a chiropractor or any other person possesses in the selling of his services or his goods.

#### **An Acquaintance**

I know a man in the city of Davenport who is one of the biggest business men in the city. I have known him for years. I know that he knows me and yet when I pass that man on the street or in the Chamber of Commerce or in some other place, I am never sure whether he is going to speak to me or not. Sometimes he does. More often he does not. I am certain that there is no attempt made to slight me, but the effect is almost as bad. I do not feel especially friendly nor kindly toward this man. I respect him and his ability and his character, but I am not attracted by him and if I had business in his line, I would rather go to some other firm if I could get equal service.

### **A Friend**

On the other hand I know another business man in Davenport and he is one of the biggest in this part of the state. When I first came here as a youngster, I met him and he has always remembered me. It does not make any difference where I see him or under what circumstances, he always has a pleasant smile and a cheerful greeting. Occasionally he stops and chats with me when there is something of common interest between us. So far as character is concerned, he is no better than the first man. He has no better moral standing, nor is he superior in any way except in his personality. If I had business in his line, I would go out of my way to see that he got it. Why? Just because he has made me feel that he has a personal interest in me. It is not a matter of quality of service, it is just the entrance of the human element into business.

I paint this little picture here because I am convinced that chiropractors can draw a wonderful lesson from it and because I know that if they will grasp the full import of its meaning, they can derive remarkable benefits.

### **Live Others' Lives**

What is this something that we call personality? When it is all boiled down, isn't it a question of being interested in the other fellow? Aren't we attracted by those people who are interested in us, in our problems, in our pleasures, and in our lives? When we meet such people, don't we feel that they are friendly toward us? And when we meet the kind of people who do not respond to our interests, don't we feel that they are cold and unfriendly? No one ever got so big that he could afford not to be interested in the affairs of those around him. From the highest to the lowest, I do not know of any one thing that pays as big dividends as this simple quality of being interested in other people. No kiddie is too small and no adult is too old. No one is too good and no one is too bad for us

to be interested in them because by the law of action and reaction, they become interested in us just in proportion as we are interested in them. I trust the time will never come when I do not feel a living, throbbing, vital interest in the welfare of the members of the Chiropractic profession because I know that just the moment I reach that stage, I will be useless to them and they will no longer have interest in me.

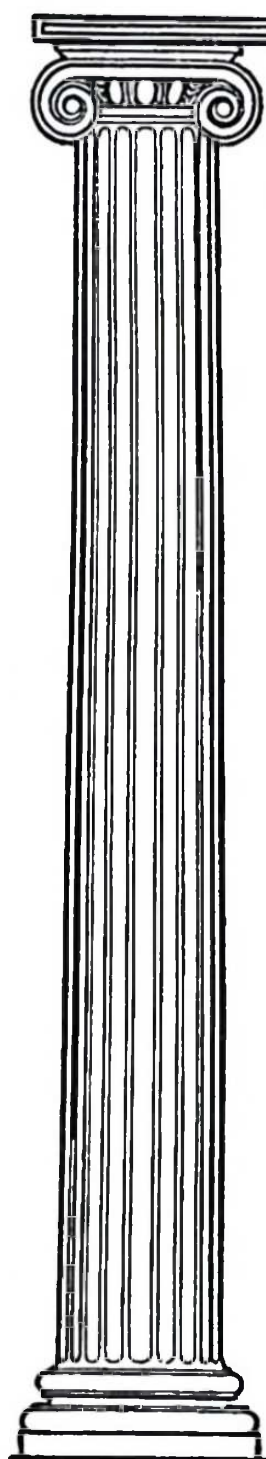
### **Can We Change?**

Most people are content to assume that they are born with a certain personality and that personality cannot be changed by conscious effort. No greater fallacy ever existed. The majority of people who have what we call pleasing personalities are the people who have built those personalities through conscious effort. I am sure that if we realize the far-reaching effect of our external atmosphere upon those with whom we come in contact, we would give far more attention than we do to the impression we create. Many of us, perhaps, are by nature reticent and retiring. We walk to our office in the morning and pass many people whom we do not recognize. Still others whom we do know, we pass with a slight nod or glance. Let's make it a point, if we are falling down on this then, to train ourselves to come out with a cheerful greeting. Let's train ourselves to stop and chat with our patients and with our acquaintances about the things that are of interest to them. Let's make them interested in us by our being interested in their lives. It can be done. It has been done repeatedly by people who were perhaps just as retiring as you are.

### **Head Up and Shoulders Erect**

Nothing hurts Chiropractic in a town like a practitioner who goes in and walks along with his eyes on the ground, apparently ashamed of his profession. Nothing helps Chiropractic in a community like the individual who takes an in-





**POISON**

*is constantly being formed in our bodies and must be thrown off in order for health to be maintained.*

**CHIROPRACTIC**

*concerns itself with seeing that the kidneys and other excretory organs are functioning perfectly that diseases may not result from these poisons staying in the body.*

*Start getting well today.*

**HEALTH & HEALTH**  
CHIROPRACTORS

Address                      Phone

HOURS

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terest in community affairs, who gets acquainted with people, makes it his business to remember their names, makes it a business to keep his eyes open while on the street and to speak to these people, smile at them and greet them as though for the moment he was interested in nothing but them. That sort of advertising does not cost you one penny outlay in cash and it pays bigger returns than any form of advertising I know. Go out of your way to talk to the kiddies. Be friendly to every one; create the atmosphere where people will feel that it is a pleasure to approach you.

How often chiropractors create the atmosphere that the public has to break down an invisible barrier to get to the real human interest of the chiropractor. This is not as it should be and those chiropractors who are suffering from that handicap have no excuse. They cannot put forth the justification that they were not born with that sort of a disposition. They cannot get away from the fact that thousands and millions of men and women have changed, and that fact gives the lie to any contention that such a change in personality is impossible. Think it over. Study the people in your community who are well-liked, who have the respect and the confidence of the other people of that community and you will find that they are the people who make it a business to be kind and friendly to everybody with whom they come in contact.

## CHAPTER XII

### THE PEOPLE RULE

In my mind's eye I see the picture of a vast coliseum. The crowd surges hither and yon. On every side are stages wherein the actors are seeking to engage the public attention. There are thousands of these stages and the performances given on them are widely variable. Some pass unnoticed, while others attract huge crowds. Ever this crowd is changing and ever it passes from one stage to another. Even the cheap and tawdry performances have some patronage but it is a notable fact that those who approach remain but a moment and then pass on to something more worth while. Other places there are where, through sheer merit of performance, huge crowds are held day after day, week after week, and year after year. New acts come every day and old acts disappear, yet those which are most worth while are sometimes as old as the coliseum itself.

The crowd which I see is the public—it has always been there since the beginning of time. The acts I see are the movements, both great and small, which attract public attention. There was a time when Napoleon held one of the biggest of these stages and around him was gathered the majority of the crowd. Columbus occupied a stage for a time and his performance was greeted at first with jeers and next with acclamation.

Into this kaleidoscopic scene in 1895 came a new act. A lone personage appeared in the beginning. It was called Chiropractic and it stood before its audience with wobbling knees and a voice piteously small to compete with the pandemonium of sound that reigned supreme. Those who stopped to view the newcomer were very few. It was greeted with scorn

by the majority. Ridicule was hurled at it from every side. All around it were grouped the stages occupied by the scientific world. Each was acclaimed by thousands of voices. Certainly it was not fitting for the actors on these other scientific stages to pay heed to this new arrival. How many times in the past had they witnessed similar spectacles! How many times had they seen a new act appear, live for a day, and become a memory!

But somehow this new attraction struggled through the first few years and each year saw a larger audience gathering round its stage. Then it was that the other actors on the other stages awakened to the fact that here indeed was a real contender for public favor. Then it was that they appealed passionately to their audiences, hoping to eliminate this thriving competition by creating prejudice in the public mind. It was all in vain. The more attention was called to the defects of Chiropractic, the stronger the new act became. Unwittingly the older troupes were advertising their competitor. During this process the new science had grown and thrived. No longer did it appear as a timid, unpolished entertainer. Its performance had been augmented, its troupe had been increased, and it was supported strongly by public opinion.

This brings us to the present day with the same coliseum, the same audience, and the same acts. The Chiropractic stage today offers keen competition for public favor. It has a tremendous following. It is no longer an experiment, an uncertainty. Rather it is an established factor in the scene. Being an established factor, however, is an entirely different thing than remaining one. The world has seen many great acts reach their supremacy and gradually fade into oblivion—not because of lack of merit in the performance, but rather because the actors on the stage had lost sight of the fact that they existed only by virtue of public opinion. Every great act in the world's history which has met calamity, has done so because its performance no longer pleased the public.

I respectfully call the attention of the Chiropractic profession to a minute scrutiny of their act in 1924. I appeal to the profession to realize that they exist, as do all others, only by virtue of public sentiment. When any group of individuals reaches the point where their affairs are conducted with their interests alone in mind and without consideration for the opinions of the public, that group of individuals is destined to fall. When Chiropractic reaches the point where legislation is sought for the benefit of the chiropractors rather than for the benefit of the public, it has begun to decay.

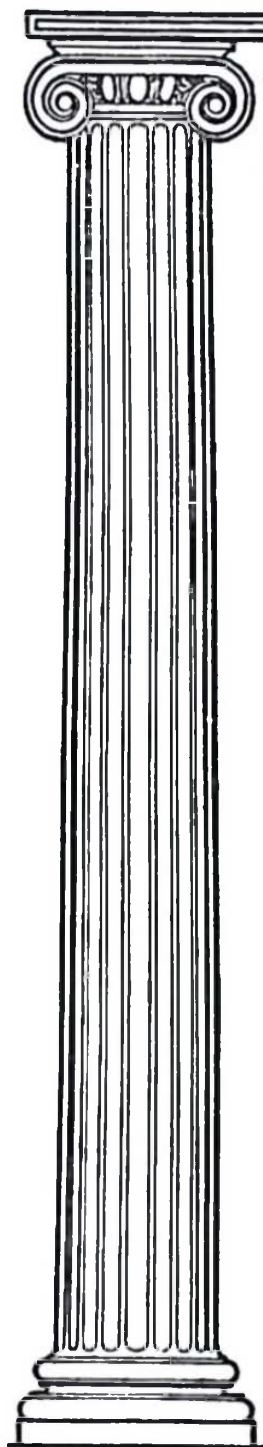
This is not true because I say it is true. It is purely the result of the immutable functioning of the law of cause and effect. It is unreasonable to suppose that the Chiropractic movement possesses any special consideration in the operation of this law and we need but to view the history of the past to find that this is the result, not sometimes, but always. When chiropractors as individuals become chiropractors for self-aggrandizement, and when their practices are conducted for their benefit rather than for the benefit of the public which they serve, those chiropractors are destined to be eliminated and as each one is eliminated, the profession as a total is weakened just that much.

It is high time that we wake up and act. It is high time that we realize that we have an audience and that that audience is the public. This is no time for petty squabbling over details on the stage. It is most certainly the time when we should give our attention to the demand of the public which we serve and eliminate every other consideration from our minds. We have been favored, as a profession, with recognition by our public but we will find that that recognition can be as quickly revoked as it was given.

To what do I refer? To no single thing, yet to everything which has as its foundation the selfish interests of the profession or the individuals in the profession. I care not whether it be the Chiropractic schools or the chiropractors

in any single state, or the individual practitioner. If his or their activities are of such a character that they do not keep in the forefront at all times the best interests of the public which we serve, they are not worthy of our consideration and they do not deserve the stamp of public approval.

I refer to the spectacle on our stage of striving to gain laws calculated to protect the chiropractors rather than the public. I refer to the petty squabbling which is indulged in for personal reasons and which sets at naught the interests of our audience. I refer to the kind of advertising which attracts the public to our stage only to find that the advertising was far-fetched or wholly untrue. I refer to the wearing of beautiful masks turned to the footlights while behind those masks are faces showing the ugliness of deception and the glint of greed. I refer to everything that is not open and above board and which is calculated to deceive the public. This we must learn, and I grant that the best element in the profession is rapidly learning that the only justification for our existence lies in public service and that in the last analysis, whether it be in one country or another, the only final law is the law made by public opinion for the benefit of the public.



# THE THIEF

Disease is but a thief of health. We leave the door wide open, and boldly he walks in and strips from us our health and leaves us poor indeed.

**CHIROPRACTIC**  
shows the cause of disease,  
and by removing that cause,  
it brings again the health  
which is the birthright of us  
all.

Start getting well today.

## HEALTH & HEALTH

CHIROPRACTORS

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## CHAPTER XIII

### SUGGESTIONS FROM THE FIELD

Because I feel that in the last analysis it is the chiropractor in field practice, with years of actual successful experience to his credit, who is the final word on successful advertising. I have written to several of the most successful chiropractors in the United States, and have asked them to give me the results of their years of experience in advertising. I have had many splendid ideas submitted, and I present them here, not as ideas which are original with me, but rather as those which have been submitted by chiropractors whose successful records are the only endorsements they need. For reasons which are self-evident, I shall not present the names of these chiropractors, but rather I will submit the ideas which they have presented for the value which they contain.

#### Good Business

"Good advertising is money well spent." This statement is made by a chiropractor who has spent money in many different kinds of advertising, and he has proved beyond a doubt that proper advertising not only returns to the chiropractor the money expended, but it brings with it a handsome profit. He realizes also that there is an accumulative value to good advertising, and that months after the copy has been placed it may have an effect upon those who have read it.

This same chiropractor says that "Poor advertising is worse than money wasted." He realizes that this is true because he has had experience with money which has been well spent, and he has also had experience with poor advertising copy and methods. He knows that poor advertising not only fails to bring returns to the chiropractor, but in many cases,

because of the weakness of the arguments presented, it actually creates prejudice against the profession and against the individual who presents those arguments.

Many times I have seen advertising copy which compared Chiropractic with other methods, which are accepted by a certain proportion of people, by severely criticizing these other methods. The advertiser has aroused antagonism which has led to an actual loss of business rather than a gain.

### **Be Logical**

I have seen other advertising copy where the terms used were so highly technical that the reader was lost in a maze of scientific explanations which he could not understand, and which did nothing except to lose his interest in the matter of health. Still other advertising copy is produced where chiropractors advance such illogical and ill-advised arguments that the public is led immediately to doubt the wisdom and the truth of any of the claims made.

### **Prohibitive Advertising**

I have a communication from one chiropractor who argues against the prohibitive advertising which is done by some in the profession. I am told that one chiropractor spends annually in excess of \$20,000.00 for advertising purposes. The result is that he keeps his name constantly before a very large number of people and has built an enviable practice, but at the end of the year, the returns to him are proportionately small. In brief, he has diverted into his office the large proportion of Chiropractic business in that community, but in order to do so he has given most of the business back to the newspapers and other advertising concerns. As the result of the extensive campaign by this chiropractor, other chiropractors hesitate to come into that community because they cannot meet the keen competition which it is necessary to face to build a successful practice.

The net result of the whole campaign is that Chiropractic is hurt because this one individual cannot possible reach the number of people which could be reached by ten or fifteen chiropractors. Yet if his advertising were cut down to a reasonable proportion of his total business, other chiropractors would have an opportunity to enter that community, and in doing so would sell the service to a greater number of people without cutting down the net income of the first chiropractor. This matter of overestimating oneself in advertising may have the same result as price cutting; namely, that it takes all the profit out of the business, and it becomes a competitive system whereby large sums of money are necessary to survive.

### **Street Car Cards**

A certain chiropractor has written me that he depends very largely upon street car card advertising, and maintains that while he cannot trace direct results to this form of expenditure, he feels certain in his own mind that it has led to a very substantial increase in business. These cards, however, if they are used, must be unusual, they must be illustrated, and they must be short. I feel that, while it is true that this chiropractor has been successful in this form of advertising, it is not a method which could be universally employed with any great degree of success.

### **Competitive Advertising**

I am told that in one of the cities of the central west there are over \$20,000 spent yearly in the classified directory of the telephone book. If every chiropractor would agree to cooperate with every other chiropractor, that \$20,000 which is spent in competitive advertising could be used most effectively by offering a sound, logical sales argument for Chiropractic, and by listing the names of all chiropractors in a uniform way. All this could be done, and still a considerable amount could be salvaged from that \$20,000 which would go far in selling

the people of this community the Chiropractic idea in other attractive advertising methods.

It is also given me as the opinion of a notable chiropractor that in one city in the United States alone, and this is by no means one of the largest cities, there are approximately \$100,000 spent yearly in competitive advertising. Figure this up for yourself. Take into consideration all the cities of the United States, and then add to that all the towns where competitive advertising is practised; it is no stretch of the imagination to conclude that millions of dollars are spent annually by chiropractors in competitive advertising.

### **Cooperative Advertising**

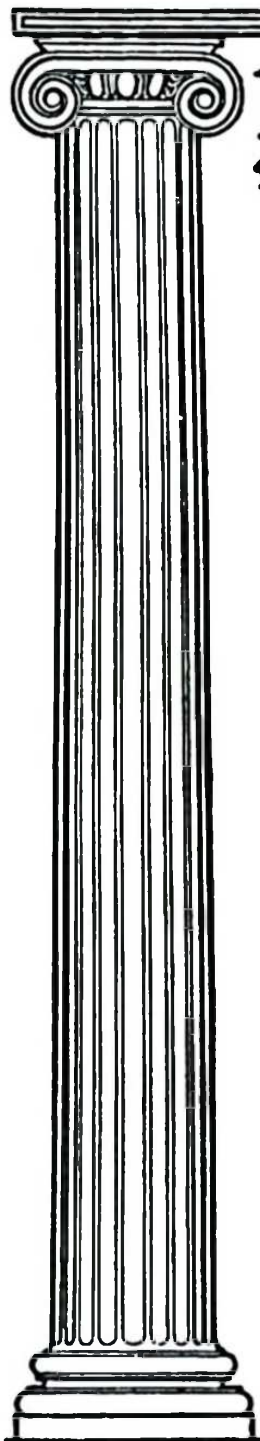
Whether the idea of national cooperative advertising can be sold to the Chiropractic profession has not yet been proved, but certainly in cities where media can be employed which will benefit every chiropractor it would seem entirely practical to seriously consider this matter of cooperative city advertising, based on the idea of assessing each chiropractor according to his income. This, however, would have to be agreed upon by every chiropractor in that community. Just as soon as two or three start advertising independently they upset the entire plan. If cooperative advertising in the cities, however, is undertaken, and if the chiropractors can agree to place their advertising problems in the hands of a competent committee of chiropractors in whose fairness and integrity they have absolute confidence, there is no question but that the same amounts of money which are now expended for competitive advertising can produce double or triple the results which are now obtained.

### **A Splendid Campaign**

From one chiropractor comes the suggestion that in some of the larger cities there be conducted a Chiropractic health week. During this week all the chiropractors should enter into

a cooperative display advertising service in which the public would be apprised of the fact that at a certain location there would be a group of chiropractors who would examine the spine of every applicant free of charge. It would be the duty of this committee to give each of these applicants a serial number and select from the entire group examined perhaps ten or twelve who they thought had the most perfect spines. These ten or twelve would then be sent to the several X-ray laboratories in the city to have films made of their entire spines, and it would be the further duty of this committee to determine from these spinographs which of the applicants had the most perfect spine and which had next to the most perfect one. It was also suggested that a prize be offered to the person having the most defective spine. Thus an opportunity would be presented for all classes of people with all kinds of conditions to come in. If a cash prize were offered, it would be especially appealing to school children, and if well advertised, it would undoubtedly bring to the Chiropractic clinic for that week a great number of people who had never taken adjustments.

This clinic should be in charge of three chiropractors who are not themselves located in that city. There should also be placed here plenty of Chiropractic literature giving the name and location of every chiropractor cooperating in the plan. It would give a splendid opportunity for real publicity. The names and photographs of those having the most perfect spines could be presented at the end of the contest, and a radiograph picture of the most abnormal spine, without the name, could also be presented; and a splendid sales talk could be given on Chiropractic, its scope, and its effectiveness in all manner of disease. If every chiropractor in the community would enter into such a project, and for that week alone eliminate their competitive advertising, it could be done with a minimum of expense and with a maximum return. The location of the clinic should be entirely removed from any chiropractor's office; it should be a temporary location only, and it



# HEADACHES

We think little about them perhaps, and yet they are very often the warning signals of some disease which is developing within our bodies.

## CHIROPRACTIC

is the health science that has been most successful and which immediately goes to the cause of those headaches and in many cases halts the progress of a dangerous disease.

Start getting well today.

## HEALTH & HEALTH

CHIROPRACTORS

Address HOURS Phone

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should be well advertised through the newspapers and through direct by mail literature to all school children. Not only would it have the effect of producing direct returns and quick returns for the chiropractors, but it would also have the good effect of providing the chiropractors of the community with a first class mailing list of those people who would make excellent Chiropractic prospects. The chiropractors in charge of the clinic should make a careful record of each case, together with the symptoms and other matters of the case history, and it would lead to direct benefits for all.

From the many letters I have received, I have selected the above suggestions and criticisms as those most worthy of consideration by the profession at large. They should be weighed carefully, and if they do nothing more than to act as an incentive for chiropractors to think along the same lines, they will have answered their purpose. I am particularly impressed, however, with the plan of clinics as outlined above because this plan can be made to function even though every chiropractor in the community does not participate. The big thing to be gained is the publicity for the chiropractors who do participate, but more especially the mailing list which can be gained from such a campaign.



## CHAPTER XIV

### **DIRECT BY MAIL ADVERTISING**

Direct by mail advertising is one of the two great fields which actual experience has shown are the most productive for the chiropractor. Newspaper advertising offers the second great field and is dealt with in a section by itself. I would not for a moment contend that these two great phases of advertising are the only ones which should be used by chiropractors, but I do contend that if the proper material is used and if it is presented in the proper manner, these two methods prove by results that they will provide splendid returns to the advertiser. Small amounts may be spent in other ways but the bulk of one's advertising appropriation should be confined to these two proven fields. Everything outside of these fields should be carefully scrutinized and investigated before it is entered into by the practitioner.

It seems that when a chiropractor locates in a community, every salesman and solicitor is immediately aware of that fact and he has presented to him all sorts of schemes and ideas, some of which may be worthy but most of which he cannot afford to take a chance on. Therefore, unless he is certain of his ground, he would do well to eliminate these other possibilities from the consideration, and confine himself to the known media of direct by mail advertising and newspaper advertising.

#### **Experience Teaches**

Direct by mail advertising has seen wonderful growth and development in the past ten years. More and more, large and small commercial institutions are turning to this method, because a careful analysis and check on the problem has shown beyond question that the results are gratifying. However,

much has been learned about direct by mail advertising and the chiropractor should profit by the experience of others and avoid a waste which he might otherwise experience. By this I mean that it is very important how he sends out his direct by mail material. It is also extremely important that he send this material to the right people. Many chiropractors have made the mistake of compiling a mailing list from city directories, from telephone directories, from the membership of civic clubs and in other methods which produce more or less general results but wherein much material is wasted because the prospects are not the ones who should be reached.

### **Opening Announcements**

The first consideration of a chiropractor, when locating in a community, is the problem of compiling a prospective list made up of those people who, for one reason or another, are most apt to patronize him. I know of no way in which this can be done quickly and effectively because the kind of people who are the best prospects are those who are ill and thus are in need of your service. As a stranger coming into the community, you have no way of knowing who these people are and therefore it would seem to be the part of wisdom to use the newspapers to announce your arrival and to present yourself to the public. This, however, has to do with the kind of advertising you should use. There are other ways of getting yourself before the public which are discussed elsewhere.

### **Building a Mailing List**

Good mailing lists are built; they are not taken out of telephone directories or made up in a hit or miss fashion. How then can they be built? They can be built only by obtaining, through other people who know of their condition, the names of those people who are in need of your service. Every patient who comes to you should be made to feel that you have a personal and special interest in him because in this way he

will feel that he has a personal interest in you and will be far more willing to cooperate with you in aiding you to extend your field of service. At some opportune time, when a patient is in your office, you should make the direct request that he advise you of any friends of his who are in need of adjustments and what their condition is. You should also learn from your patients whether or not they object to your stating that their friends' names have been referred to you by them. Every care should be taken to hold this information in absolute confidence unless the person who supplies the information is willing that you use his name. It will not be long under this plan before you have gathered a considerable number of names of people who are, as it were, in the market for Chiropractic service.

### **First Class Mail?**

Having gained this information, I believe that there is no better way to reach these people than through direct by mail letters which are addressed to them personally and which are signed in ink by you. These letters should be sent under two-cent postage and have a far greater chance of being opened and read if they are enclosed in an envelope which has nothing on the outside to indicate whence it came. Direct by mail advertisers have learned this lesson and it is seldom that a responsible concern sends direct by mail advertising under second class postage. They have found that fifty letters sent under two-cent postage produce far more returns than a hundred letters sent under one-cent postage. They have further learned that their name on the outside of the envelope creates in the mind of the recipient the thought that here is an advertisement. Human nature naturally tends to resist the effect of advertising material and therefore to implant this thought in the reader's mind before he has even opened your letter, is to plant your seed in soil which is not fertile. Above all, the chiropractor should avoid sending mimeographed letters or printed letters which have the appearance of a stock form.

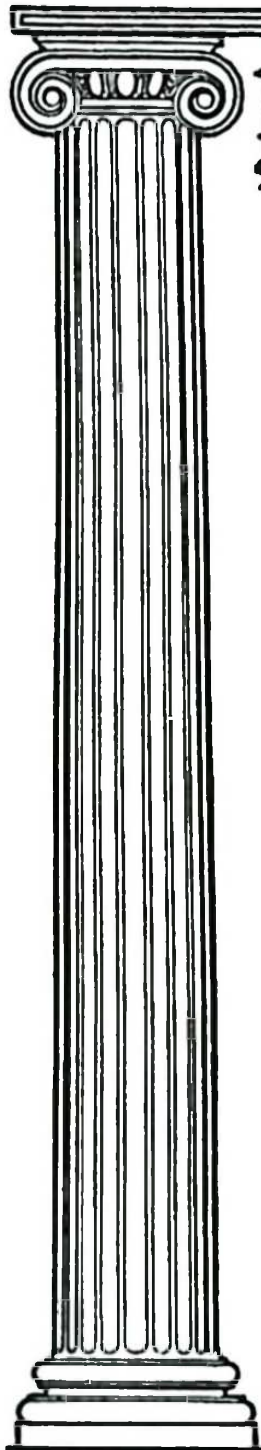
Every letter should be written on the typewriter and should be personal.

### **Where to Send**

Chiropractors should be especially warned against sending direct by mail material to the office or the business house of any person. There is a very good reason why this is true. When busy men and women are at their desks or in their places of business, they receive your letter from the postman or get it at the post office at the same time that they are receiving other mail. They not only have their business mail to attend to but they have a multitude of other duties claiming their attention. They are not in a mood to spend their time reading advertising material and they resent the advertiser's presuming to make demands upon their time when they are busily engaged. They may not reason it out that way but that is the reaction and it is for this reason that direct by mail advertising should always be sent to the home rather than to the place of business. Further, waste baskets are always handy in an office and the natural tendency is to cast aside all those subjects which are not of pressing importance in the business of the day. It is a rare person indeed, who, with a dozen or more letters in his mail, will take the time to read advertising material from anybody, even though he might have a natural inclination to interest in the subject matter presented.

### **Letter Series**

Chiropractors have had prepared for them certain sets of letters which it is recommended they use in a direct by mail campaign. There is much good material in these, nor would I criticize any of them. I realize, however that direct by mail letters must carry the fundamentals of advertising that are carried in all good advertising copy, and it is for that reason that I present here several series of letters which are constructed to carry the greatest possible influence.



# THE CHEAT

WITH SUBTLE, STEALTHY TREAD  
IT STEALS INTO OUR LIVES AND  
TAKES AWAY THE HEALTH WHICH  
GOD HAS GIVEN TO EACH ONE.  
IT IS DISEASE WHICH CHEATS US  
OF THE BEST THAT LIFE HOLDS  
FORTH.

## CHIROPRACTIC

IS THE SCIENCE OF HEALTH  
WHICH DISCOVERS THE CAUSE  
OF THIS DISEASE, AND BY RE-  
MOVING THAT, PERMITS US TO  
ENJOY THE HEALTH WHICH IS  
OUR RIGHT.

START GETTING WELL TODAY

# HEALTH & HEALTH

### CHIROPRACTORS

Address                      HOURS                      Phone

See page 241

Experience has shown that the first letter to a prospective patient seldom brings results. It is the follow up letters that pull and it is pulling power that is based on the ground work which has been laid in your first letter. In these letters, which I shall present, there is a definite reason for every statement made and for every appeal presented.

For an advertisement to be effective, it must perform five functions: it must be seen, it must create interest, it must arouse desire, it must convince, it must produce action. As these five fundamentals are true of newspaper advertising, they are also true of direct by mail advertising and these letters are so constructed as to carry all five functions. They must be sent in the order to be most effective because each is founded on the fertile soil which has been created by the former. The most effective results will be obtained if these letters are sent every two weeks, thus covering a period of approximately two or two and one-half months.

It is my purpose to offer these models merely as outlines or suggestions which the chiropractor may follow, because the practitioner may want to work in some of his own personality or some local items which will add strength. I would strongly urge, however, that these letters be kept short enough that they can be written on one page because an advertising letter which employs two pages gives the reader an immediate impression of undue length and he is apt to not follow it through to the conclusion. It will also be my purpose to analyze each of these letters so that if the chiropractor wishes to follow the general plan submitted but do it in his own words, he will have a working basis to build upon.

## CHAPTER XV

### PROPER LETTERS FOR DIRECT BY MAIL CAMPAIGN

The following series of letters consists of five forms. In each of these letters a certain theme is followed.

In the first letter, the theme is one dealing with the progress of Chiropractic to show the high standing which it possesses today in public favor as the foremost non-therapeutical system in the world. All people are naturally interested in new discoveries. They want to be well posted. They feel that they should keep abreast of the times and thus the first letter deals with the progress of Chiropractic, its development and growth, to prove to the prospective patient that Chiropractic is a sound and accepted science.

The second letter states the fundamental premise of Chiropractic and is for the purpose of showing the patient that the growth and progress which was shown in the first letter have been built on principles that are scientifically correct and those which appeal to his logic and reason.

The third letter deals squarely with the disease from which the patient is suffering and thus has the most direct personal appeal of all. After having laid the ground work in the first and second letters, we are in a position to broach letter No. 3 which begins to get a direct personal appeal to the prospective patient.

Letter No. 4 is really a follow up letter for No. 3 and is an appeal to clinch the arguments contained in the former three letters and to get action as the result of the foundation they have built.

Letter No. 5 really covers the same function as is covered by No. 4 except that it is calculated to convince the patient



that the only reasonable course for the chiropractor to pursue is the course of honesty and it tends to create in the mind of the prospective patient confidence, not only in the integrity of the chiropractor, but in his ability to deliver health service.

Every sentence in these letters is numbered for convenience in discussing the points made and the reason for those points. It should be understood that every sentence in the letter has a definite reason for its existence; that it is calculated to produce a certain reaction in the prospect's mind, and it should be presented in such a way as to carry the clearest and most logical conclusion with it.

## "A" SERIES

### Letter No. 1

*Dear Sir: (or Dear Madam)*

(1) A mutual friend of ours, Mr. (or Mrs.) Blank, has suggested that I write to a selected list of people and tell them something of the rapid progress which has been made in the past few years in the matter of maintaining health.

(2) In 1895 a remarkable scientific discovery was made which has revolutionized preconceived ideas of disease. (3) Heretofore it had been assumed that disease was something which invaded the body from the outside. (4) This discovery proves beyond question that disease is the result of abnormal conditions within the body which, if corrected, lead to the enjoyment of perfect health.

(5) At first this discovery was a mere idea in the mind of a single man and it progressed very slowly for many years because people had to be shown, through experience, that it was fundamentally sound. (6) Today this idea has been developed into a scientific health service which has attracted the attention of people everywhere. (7) There are today twenty thousands chiropractors serving the public and there are millions of people who subscribe to the princi-

ples of Chiropractic and maintain health through that method.

(8) In 1916 legal recognition was obtained in one of the forty-eight states of the Union; today Chiropractic has been legally recognized, and thus given the stamp of official approval, by twenty-six states of the Union and the others will shortly follow. (9) This rapid rise in public favor is founded entirely upon merit. (10) Even in the face of the most bitter organized opposition, Chiropractic has grown and thrived. (11) It was formerly said that it was a fad, but no idea which has been favored by such widespread and continued growth could have done so without exceptional merit.

(12) Being a chiropractor, I am naturally interested in its progress, but I want you and the other people of the community in which I have come to make my home, to know something of this progress and realize that I am here to serve them.

Chiropractically yours,

### Analysis of Letter No. 1

The salutation in this letter is Dear Sir or Dear Madam. These are formal salutations and where you have never met the person to whom the letter is written, they should be used. If, however, you have met the patient or if you feel certain that the patient knows you, it is a little less formal and more personal to use the salutation Dear Mr. Jones, or Dear Mrs. Jones.

The first sentence in this letter is worded as it is in order to carry the first function of all good advertising: namely, to attract attention. When you open your letter with the statement, "A mutual friend of ours, Mr. or Mrs. Blank," the attention of the prospective patient is immediately attracted because he is personally acquainted with the person to whom you refer and before he realizes that this is an advertising letter, he gets into the substance of what is presented there. The name of Mr. or Mrs. Blank should be used as early in this

first opening sentence as is possible, purely for the value that it has of attracting attention and creating interest in the mind of the patient to the end of knowing what it is that Mr. or Mrs. Blank has suggested. Then, too, you will observe that in this first sentence you do not say that Mr. or Mrs. Blank has suggested that you write to any particular person because to say that might create resentment in the mind of the prospective patient who receives the letter. You merely say that Mr. or Mrs. Blank has suggested that you write to a "selected list of people" and the prospective patient does not then feel that his friend, Mr. or Mrs. Blank, has violated a confidence in telling the chiropractor all about the trouble from which he is suffering and suggesting that the chiropractor write to him personally. I make this explanation because many form letters make the mistake of opening with the statement that "Mr. Blank informs me that you are suffering from stomach trouble and suggests . . ." This should, by all means, be avoided because it immediately creates resentment in the mind of the reader and forms a prejudice in his mind which may lead to not reading the letter at all or discounting the statements made therein.

Sentence No. 2 follows immediately upon the attaining of interest by a statement of a scientific discovery which has revolutionized certain ideas. The value of this appeal of scientific discoveries which lead to remarkable progress can be somewhat appreciated when one thinks of the great number of articles that are written in the feature editions of all the great Sunday newspapers which bear directly on this appeal. Newspaper men know that the public is vitally concerned in new scientific discoveries. This is the age of science, it is the age of progress, it is the age of rapid advance, and people, in order to be well posted, must keep abreast of the times by keeping in touch with these "new scientific discoveries."

Sentence No. 3 follows the "new scientific idea" with a statement that is generally accepted by all people: namely, "that disease comes from within just as health comes from

within and that it is not the result of outside conditions. In other words, you are telling the prospective patient nothing new. You are merely stating as your premise something which he already believes and sentence No. 4 follows up this idea on the same general appeal although the word "Chiropractic" has not yet been mentioned. There is a real reason for not mentioning Chiropractic thus far. To do so, would lead the reader to believe that this is a technical discussion which he could not understand and therefore would result in loss of interest. By not telling him what the discovery is, we do the same thing that story writers do by opening their story with a sentence which leads us to wonder what is going to follow.

The third paragraph is opened with sentence No. 5 which makes a statement that is also common knowledge to most people: namely, that new ideas are usually slow in being accepted and that many of the common factors of today were at one time little understood and were scoffed at by the great majority of people. They realize that new ideas often suffer and are held back because they are radical changes from old ideas and this sentence states nothing new but merely leads them to compare the Chiropractic idea with inventions, etc., which they know today are fundamentally sound but which were bitterly opposed in the beginning. This sentence leads to a subconscious comparison of Chiropractic with other proved facts of today.

Sentence No. 6 creates the thought in the mind of the prospective patient that here is an idea which has today attracted the attention of people everywhere and thus leaves the impression that it must be something of general interest to everybody and something upon which they should be informed.

Sentence No. 7 immediately follows and it is here that Chiropractic is first mentioned. The very statement that there are twenty thousand chiropractors serving the public is in itself evidence that Chiropractic must possess considerable

merit and this statement, followed immediately by the statement that millions of people subscribe to the principles of Chiropractic, still further strengthens that conclusion. The last six words in this sentence fix in the mind of the reader the fact that Chiropractic is a health system and gives them somewhat of an idea of what the chiropractor purports to do.

The fourth paragraph, containing sentences 8, 9, 10 and 11, is particularly for the purpose of convincing the reader that Chiropractic is a well established and recognized system. Sentence No. 8, showing that legal recognition was first obtained in 1916 and that today, in only eight years, it has progressed until twenty-six states have recognized it, creates an impression of solidarity and confidence which could not be established by mere argument of the chiropractor. In sentence No. 8 will be found the clause: "and thus given the stamp of official approval." The intent of this clause is to convince the prospective patient that Chiropractic must be a scientific and fundamentally sound idea, else it could not have been so recognized.

Sentences 9, 10, and 11 are for the purpose of showing to the reader the rapid growth of Chiropractic in public favor, even in face of the most bitter opposition, because by doing so we create the natural conclusion that it must possess exceptional merit. Sentence No. 11 also tends to dispel the idea that Chiropractic is a mushroom fad which will live but a day and then pass out of public favor because of lack of merit.

The 5th and closing paragraph has but one sentence and the intent of this sentence is to convince your reader that you are not a drifter but that you expect to make your home in this community because when you state that fact, you automatically convince them of your confidence to deliver service. There is no direct appeal in this letter for the patient to come to your office, or to see you personally. It is, in my judgment, a mistake to try to close a patient before laying the ground work well and the mere fact that Chiropractic has made won-

derful progress does not convince the patient that it is especially applicable in his particular condition. You are not yet ready to make a direct appeal for him to come to your office. In fact you are not ready to do that until letter No. 3 which deals with his particular condition.

*Dear Sir:*

Letter No. 2

(1) Faith is a wonderful power for good; faith in people, faith in one's friends, and faith in religious beliefs has been a remarkable factor in making the world a better place in which to live. (2) Faith, however, has no place in modern science. (3) Reason and performance are the two gauges by which science is measured.

(4) Every school child knows that before we can produce movement of the hand, there must be a thought, and this thought is transmitted to the hand in the form of tiny messages carried over the nerves from the brain. (5) This is not a matter of speculation; it is a known fact. (6) It is also a known fact that if all the nerves leading to the hand are cut, these messages cannot get through and the result is a loss of motion. (7) If it is true that when the nerves leading to the hand are cut, movement is impossible, it is likewise true that if these nerves are pressed upon or squeezed, movement is hindered. (8) This is because the full amount of messages cannot get through.

(9) The chiropractor knows just where these nerves supplying the various organs of the body are given off from the spine. (10) He knows that the only way they can be pressed upon is through a slight displacement of the small bony segments which constitute the spine. (11) He knows that by restoring those segments to their proper positions, the organs which have heretofore been affected, because of lack of nerve energy, will be permitted to function normally and health is the logical result. (12) He is especially trained to locate these

points of pressure and, having located them, to relieve that pressure. (13) This is accomplished through a definite series of adjustments and the time required to produce the desired results depends upon the degree of pressure which he is called upon to relieve and also upon the duration of the disease which results from it. Chiropractic has shown beyond question, however, that when the pressure upon nerve fibers is relieved, there can be no disease.

(15) I give you this information, Mr. (or Mrs.) Jones, to show you how really logical Chiropractic is and to convince you that it is not a mere idle theory or superstition but a scientific principle which has never been successfully contradicted and which has demonstrated its efficacy in all manner of disease, time after time.

Chiropractically yours,

### Analysis of Letter No. 2

This letter, as No. 2 in the series, should follow No. 1 in about ten days to two weeks. Its primary purpose is to give the reader in very brief and condensed form an idea of the fundamental upon which Chiropractic is founded. In the last analysis, Chiropractic is sold on two great appeals: one is on its performance, and the other is on the reasonableness of its basic principles. Before a patient has had the actual experience, the only way to convince him on Chiropractic is to sell him on the soundness and the logic of the Chiropractic premise.

The first paragraph, consisting of three sentences, has nothing particular to do with Chiropractic, but it is used as an opener to get the attention of the reader. Sentence No. 1 has a common appeal to all people. It should be classed as strictly inspirational and yet it serves the purpose of getting the reader's attention and arousing his curiosity to know whether or not the chiropractor depends upon faith in his system for the results which he obtains. Sentence No. 1 is followed imme-



diately by Sentence No. 2 which begins to dispel the reader's idea that faith may have something to do with Chiropractic and this is immediately followed by sentence No. 3 which convinces him that it is not necessary to have faith in any scientific principle in order for that scientific principle to hold water. You meet the reader with the very logical statement that reason and performance are the only two gauges by which science can be measured. With everything that you have said thus far he agrees, and yet you have succeeded in gripping his interest with three short sentences which lead to a smooth entree to the real subject in hand.

The next two paragraphs are for the purpose of leading your reader, step by step, through a series of incontrovertible statements to the conclusion which you wish him to assume. In other words, if you should open with the bare statement that pressure on nerves is the cause of disease, you would undoubtedly build up a barrier of prejudice in the reader's mind and a question as to the logic of your statement, but you can lead him to that ultimate conclusion by a series of statements which he already knows to be true. Thus we open sentence No. 4 by a statement which every individual knows and yet one which they fail to see has any direct bearing upon Chiropractic. Every reasonable person knows already that thought precedes action, and when you make this statement, you lay the first stone in the creation of confidence in your logic.

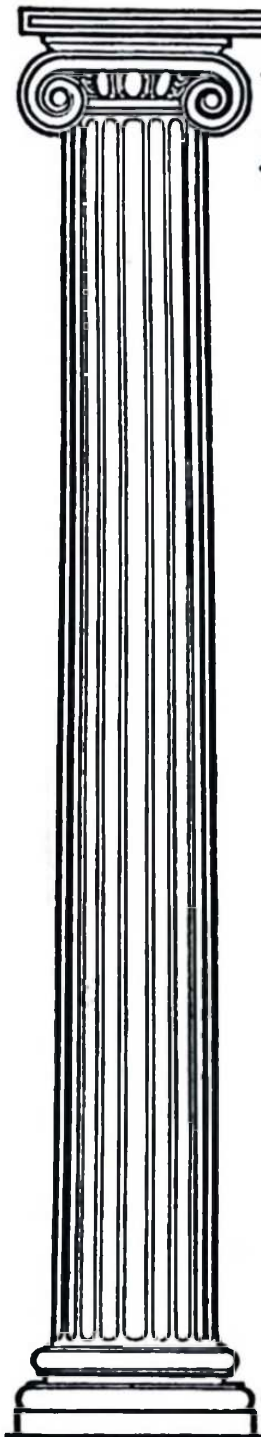
Sentence No. 5 merely serves to strengthen and drive home the statement made in sentence No. 4. Sentence No. 6 follows 4 and 5 with the next step in your reasoning. It is based on sentence 4 and 5, and is a statement which the reader also knows to be true. Every common school physiology teaches that messages carried through the nerves lead to action and function. Reason tells the patient that he must will to move the hand before it can be moved and reason also leads him to agree with the writer when he states that the

nerves are the necessary connecting link between the brain and the hand, and that if these nerves are cut the hand cannot move. There is nothing new to the reader in any of this but it is leading him through facts already known to him to the conclusion which you want him to admit.

Sentence No. 7 is the first sentence where the Chiropractic idea is injected and it is based squarely upon the conclusion which the reader has already agreed with in the preceding paragraphs. If he admits, as he must admit, that the cutting of the nerves leading to the hand results in an inability to move that hand, then logic leads him to the inevitable conclusion that pressure upon those nerves decreases their carrying capacity. This is the first statement which he does not already know but it follows so naturally and logically on the heels of the other statements, which he does know, that he cannot successfully deny its truth. Sentence No. 8 merely serves to strengthen sentence No. 7 and gives him a reason and an added argument why sentence No. 7 must be true.

It is a fundamental rule in salesmanship to not give your prospect an opportunity to contradict your statements. As soon as you do so, you lead him to express an opinion which pride, in many instances, will lead him to stick to. In other words, you put him on the defensive and cause him to defend his idea as against yours. If you can lead up to your proposition through a channel of thought with which he cannot disagree, you have taken away from him the opportunity of contradicting you or questioning your statements.

Paragraph No. 3 opens with sentence No. 9, which is the first place in the letter where the chiropractor is introduced. It is the beginning of the reasoning to show the logic of Chiropractic, based upon the conclusions which have been reached in the former paragraph. It automatically establishes in the mind of the reader a confidence in the ability of the chiropractor, and shows how the chiropractor is enabled to make use of



**CALAMITY**

We may lose our worldly goods and yet if we can start again and smile and hope and build, we have much to be thankful for. But if we lose our health, the future can hold little until it is regained

**CHIROPRACTIC**

has come to a world of sickness and has restored the hope and smile and courage of millions by correcting the causes of their ailments

Start getting well today

**HEALTH & HEALTH**  
**CHIROPRACTORS**

Address                      HOURS                      Phone

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the principles established in the former paragraph, and with which the reader can have no argument.

Sentence No. 10 is thoroughly logical and shows the reader how the spine has a bearing upon remote organs. It is thoroughly reasonable to him that the nerves will be pressed upon by a slight displacement of bony segments, and how, if they are pressed upon, that automatically cuts off a part of the vital energy in the organs which those nerves supply, and leads to deranged function. Sentence No. 11 is the next logical step in the explanation, and, having been convinced that sentence No. 10 is reasonable, he cannot question the reasonableness of sentence No. 11, and this leads him to the conclusion which we have built step by step: namely, that the fundamental basis of Chiropractic is sound and logical.

Sentence No. 12 deals directly with the chiropractor and with his ability to discover points of pressure and his ability to relieve them when they are found. Even though the reader may agree with the premise that nerve pressure causes disease, he may not agree that the chiropractor is capable of restoring normality, and this sentence is for the purpose of showing him that the special training of the chiropractor is all to the end of locating these points of pressure and relieving that pressure.

Sentence No. 13 is in explanation of sentence No. 12 and is carefully worded so that it will not leave in the prospect's mind the idea that one adjustment or two adjustments will correct the condition. You will note that we say, "This is accomplished through a definite series of adjustments" and a brief statement is made about the time required to produce the desired results. This is necessary in order to prevent an erroneous conception, and to keep the prospect from jumping at the conclusion that Chiropractic is a spectacular or miraculous method of performing wonders.

The fourth paragraph contains only two sentences. Sentence No. 14 is merely a resume or brief conclusion which is inevitably reached through an understanding of the other

three paragraphs. Sentence No. 15 shows intent, purpose, and the end to be accomplished. We include the name of the prospective patient to give it an added touch of personal contact, and the balance of the sentence makes a strong conclusion for the entire body of the letter, summing it all up with the thought that Chiropractic is not an idle theory or superstition, but is a scientific principle founded on fact and which is reasonable to the reader. And finally we conclude all this with the clinching argument that it is not only sound in principle, but that it has proved its correctness by actual use, not in one or two forms of disease, but in all manner of disease.

### Letter No. 3

*Dear Sir:*

(1) Disorders of the heart are among those conditions in which Chiropractic adjustments are most successful. (2) I mention this because so many people are suffering from this condition and have tried many methods with little or no permanent relief.

(3) At first thought it might seem a far-fetched conclusion to reason that an abnormal condition in the spine would have anything to do with the heart. (4) However, it must be understood that the heart, as one of the vital organs in the body, carries on its function in response to "telegraphic messages" communicated to it from the subconscious brain over the nervous system. (5) If all the nerves leading to the heart were cut, it would cease to function. (6) These nerves come from the brain and lie in the spinal cord for a short distance, then they make their exit between the small bones which form the spinal column.

(7) When these bones are slightly out of position (subluxated), a pressure is produced on the nerves and thus they cannot carry their full quota of nerve energy from the brain to the heart. (8) The result is that the heart becomes abnor-

mal in its function and the only way it can become normal again is to relieve the pressure on the nerves so that the full amount of vital energy can reach it. (9) This the chiropractor does by adjusting the bony segment of the spinal column which is causing the trouble. (10) When this is done the natural healing forces within the body restore normality and those who have had experience with Chiropractic are surprised at the sure and permanent relief which is thus afforded.

(11) I call your particular attention to page — of the booklet I am enclosing which deals with heart trouble. (If you do not have a disease tract on the particular condition from which this patient is suffering, use the following two sentences rather than the preceding one.) (12) I call your particular attention to page — of the booklet I am enclosing called "Common Sense." (13) It will give you a very clear explanation of the reason why adjustments of the spine are effective in restoring normal function in remote organs of the body. (14) I am interested in you because I believe you need the service which I have to offer. (15) Will you not call at my office, or let me call at your home, and give me an opportunity of explaining to you in detail just how Chiropractic can be of service to you?

With every good and kind wish,

Chiropractically yours,

### Analysis of Letter No. 3

This letter is the most important of the series, so far as the obtaining of a direct pull into the office is concerned, and this for the reason that it deals directly with the condition from which the prospect to whom you are writing is suffering. When Mrs. Smith has heart trouble, she is directly interested in those things which deal with her particular disorder, and while she may be interested in a general way in certain health systems, her interest is immediately gripped when she knows that that health system is effective in her particular disorder.

By this time the prospective patient has already received two letters from the chiropractor, and thus an opening has been made whereby he can discuss the definite condition which it would not be well for him to discuss in his first letter. He should, however, strictly avoid in this letter, as well as in the others, any direct statement that he has been informed that the prospect is suffering from the disease which he discusses. People are very often sensitive about outsiders knowing of their physical condition, and if the writer should tell the prospect that he has been informed about the matter, he creates immediately an antagonism and a resentment which is difficult to overcome.

Letter No. 3 has been so written that it is just as applicable to disorders of the stomach, the kidneys, or any other organ, as it is to the heart. The only change that need be made in writing to patients suffering from disorders of other organs is to substitute those other organs in those places where the heart is mentioned. You will observe that we do not discuss a special disease. This also for the reason that we do not want to admit to the patient that we know what disease he or she may be suffering from.

Sentence No. 1 opens immediately with "Disorders of the heart." This is our attention line and is placed at the very opening in order to get the attention of the patient on what is to follow. This sentence also carries the thought that Chiropractic has proved effective in the class of disorder from which this patient is suffering. Sentence No. 2 avoids the mistake of drawing a comparison between Chiropractic and other methods, which might be offensive to the patient, and yet it leads to the conclusion that the mere fact that other methods may have failed is no reason why Chiropractic should do so. This is done by explaining the experiences that many other people have had rather than by making any direct reference to any other special method.

The second paragraph is somewhat of a recapitulation of



the thought carried in our second letter but with the difference that it applies the principles which have been established in the second letter to the particular condition from which the patient is suffering. Sentence No. 3 opens this paragraph with a logical statement of fact which leaves the patient to wonder how the action of the heart or some other organ, as the case may be, can be affected by an abnormal condition in the spine. Sentence No. 4 explains how this is possible by applying the fundamental principle of Chiropractic, which has already been established, to the particular condition under consideration. The expression "telegraphic messages" is used in this sentence, not because it is scientifically correct, but rather because it carries the idea forcibly to the mind of the reader.

We must always remember in our advertising that to state a premise scientifically is not, as a rule, to state it clearly to the average lay mind and we must employ language which may not be entirely correct from a scientific standpoint in order to carry an idea which will be readily understood. Sentence No. 5 states an obvious fact which the patient already knows and sentence No. 6 is an explanation which must be made before we can enter into the conclusions which must be drawn in the next paragraph.

The third paragraph is for the purpose of applying the points which have been made in the second. Sentence No. 7 opens this paragraph by showing the result of pressure on the nerves where they make their exit between the bones of the spinal column. We avoid the use of the word "vertebrae" because that is a technical term and while it is understood by many people, it does not carry the story as forcibly as when we express it by the more or less homely word, "bones." In this sentence we establish the fact that the heart, as a special organ, is dependent for its function upon receiving its full supply of nerve energy. It will be observed that we avoid the use of the expression "mental impulses" because "nerve

energy" expresses the thought in a manner that is grasped by the average lay mind.

Sentence No. 8 logically follows because it embodies the question of abnormality due to pressure and in the same thought shows how that abnormality can be eliminated by relieving the pressure. Sentence No. 9 immediately follows to carry the thought that the chiropractor is especially concerned in relieving that pressure and is an indispensable factor in arriving at the desired result. Sentence No. 10 shows what that result is and shows why the chiropractor's work, which leads to the relieving of pressure, is automatically responsible for the restoration of normality within the heart. It also carries the idea that his work leads to permanent relief and this is vital because most patients have had the experience of obtaining relief which was only temporary.

The fourth paragraph is entirely for the purpose of directing the attention of the reader to an enclosed booklet which is more fully explanatory than a letter could possibly be. If a chiropractor were merely to enclose a booklet and ask the patient to read that booklet, it is probable that only a small proportion would do so. If, however, he calls particular attention in his letter to a certain page (and it might be well to underline with red ink a few lines or a subheading) the prospective patient will in all probability be sufficiently interested to want to know what particular point in that booklet the chiropractor has in mind as especially applicable to him or her. In other words the chances of getting the booklet opened and a few sentences read are much better. This is the most that the chiropractor can ask, because if the patient reads one statement or one paragraph in the booklet, he will very often be interested to the point of reading the entire tract.

It does not make so much difference what particular page or what particular point is designated so long as it is a point which will grip the attention of the reader. We all know of this principle from the fact that our attention is attracted to

newspaper articles very largely by the headings. Then, too, we have all had the experience of reading a paragraph, or perhaps just a sentence down in the middle of the article, and having read that we are interested in what has gone before or what follows and the net result of it is that we conclude by reading the entire article. There are, of course, many disease tracts published, and most chiropractors keep a supply of these for their patients and prospective patients. They should be used where they have a direct bearing upon the case in question. Sentences No. 12 and No. 13, however, should be inserted in place of sentence No. 11 in those cases where no disease tract is available dealing with the particular condition from which the patient is suffering.

Sentence No. 14 shows motive and should not be neglected. It is a mistake for an advertiser to appeal for patronage on the argument that he needs the business and this is doubly true when we are dealing with a profession. No professional man should present himself or his services on the theory that he needs the patronage. Rather he should show the reader a logical reason why that reader needs him.

Sentence No. 15 is your conclusion. It is the first place in any of the three letters where you have made a direct appeal to your reader to employ Chiropractic in his case. This appeal has not been made before because your argument was not complete, and because you weaken the effect of the appeal when it is made before the proper ground work has been laid. Every salesman knows that there is a psychological time to close his argument and that psychological time is reached when he has shown the buyer the advantages to that buyer of possessing his service or his article. If he makes his appeal before he has shown that necessity, he courts a refusal, and a refusal once made is a very difficult thing to overcome. Get in all your evidence before you ask for a decision and the chances of a favorable decision will then be much greater.

This last sentence also leaves the idea that, while you

have given the fundamentals of Chiropractic, the story is only partly told and that through personal contact and personal explanation you can make the matter clearer in the prospect's mind than you could possibly do by letter or by the written word. You will note, too, that we insert the clause, "or let me call at your home"; thus you make it much easier for the patient to come to a conclusion. In other words, if you merely hold out your services as desirable, you leave it up to the patient to learn how those services can be obtained. By inserting this little clause, "let me call at your home," you show him exactly how he can immediately get in touch with you and your service.

#### Letter No. 4

*Dear Sir:*

(1) I have had no word from you in response to my former letters. (2) I feel that in some way the fault must be mine in not having entirely convinced you of the value of Chiropractic in dealing with all manner of disease.

(3) The other day a patient of mine said, "Doctor, knowing the wonderful results you have had, I don't understand why the people of this community still insist on trying to get along with old methods which do nothing more than afford temporary relief."

(4) My reply was that the reason lay in the fact that the people did not know the things I was doing, or, if they had heard of them, they accepted these reports with a grain of salt. (5) You see one is never sure until they have had the experience themselves and it is quite natural that the experiences of one's friends are not as impressive as though the experience were a personal one. (6) This is not a condition for which people are to be blamed, but is a condition which must be met.

(7) The only way I can finally and absolutely convince you of my ability to bring you permanent relief is to give you Chiropractic adjustments and let the results speak for them-

selves. (8) Won't you give me this opportunity? (9) I am sure that when you have had the experience and know the wonderful value of Chiropractic you will be as anxious that your friends consult me as I am to have you consult me now.

Chiropractically yours,

#### Analysis of Letter No. 4

Letter No. 4 is essentially a follow up letter to retain whatever good effect may have come from your letter No. 3 and to promote action. Many people who will receive letter No. 3 will be favorably impressed but will not be impressed to the extent of acting on the suggestions given therein. This letter is for the purpose of carrying further and stronger suggestions to these people.

Sentence No. 1, which opens the letter, is so presented for the purpose of making the prospect feel obligated to at least give an answer in response to your former letters. Yet Sentence No. 1, if left alone, might give offense in making the patient feel that the writer expects an answer from an advertising letter. Sentence No. 2 is for the purpose of dispelling any such offense which might be taken and serves to throw the responsibility back on the chiropractor. In other words it leads the reader to the opinion that the chiropractor admits that in some way the fault must be his in not having made the matter sufficiently plain in his former letters.

The second paragraph, consisting of one sentence, is for the sole purpose of getting the attention of the reader by the relation of an experience in the form of conversation.

The fourth sentence which opens the third paragraph, relates a commonly accepted fact. No matter what we are told, we are not as strongly impressed with the statements made as if we ourselves had had the experience. Sentence No. 5 is for the purpose of showing to the reader that the chiropractor realizes that personal experience is the one great con-

cluding factor in the establishing of any new idea. It takes away any taint of criticism and assures the reader that the chiropractor accepts this condition philosophically. Sentence No. 6 merely strengthens No. 5 and assures the reader that the chiropractor holds no ill will toward the people who do not agree with him but rather shows that he understands why this is true.

The fourth paragraph contains the meat of the entire letter. It shows an absolute open willingness on the part of the chiropractor to let his performance speak for his ability and for the efficacy of Chiropractic; thus it is for the purpose of establishing confidence. Sentence No. 8 is a direct appeal and is the second appeal in the series which is calculated to produce action in the mind of the reader. Sentence No. 9 is a fitting conclusion to this appeal because it shows that the chiropractor has implicit confidence in his ability to prove the value of Chiropractic and his ability to deliver it.

#### Letter No. 5

*Dear Sir:*

(1) I have come to this community to make it my home. (2) It is a wonderful place in which to live and is made up of most splendid people. (3) It is my ambition to be an influential and respected citizen. (4) In my profession there are two qualities which must be established beyond question of doubt before this can be accomplished: First, I must have the confidence of my newly made friends, and second, I must have the ability to render the service which you have a right to expect.

(5) The only way I can gain your confidence is to be absolutely honest in my dealings with you. (6) If I am to realize my ambition, you must know that my professional standing is beyond question. (7) Sometimes a case comes to me which I feel is beyond hope. (8) When that happens, I express my opinion honestly and frankly because I know that

my future success depends very largely upon your confidence.

(9) If you will give me the privilege of giving you my opinion in your case, and if there is any doubt in my mind about the results Chiropractic will obtain, I assure you that my opinion will be just as frankly expressed as if I were dealing with one of my own family.

With every good and kind wish,

Chiropractically yours,

### Analysis of Letter No. 5

This letter, like letter No. 4, is essentially a follow up for those which have preceded it. Sentence No. 1 establishes confidence in the chiropractor in the sense that, as he is to become a permanent citizen of the community, he must deliver the service which will make it worth while for him to remain there. Sentence No. 2 shows motive and has a strong appeal, particularly to those people who are loyal to the community in which they live. It serves to place the chiropractor on a plane with the other people there and to show his reader that he wants to become one of them. Sentence No. 3 is, in itself, not important but it is a lead up to sentence No. 4 and is a smooth connection between the opening of the letter, which is calculated to attract attention, and the real substance of the letter which begins in sentence No. 4. Sentence No. 4 shows the reader that the chiropractor realizes the value of building, in the minds of the people in this community, a confidence in his integrity and ability.

The second paragraph, opening with sentence No. 5, is a logical statement of fact and if a patient realizes that the chiropractor is imbued with these principles, it automatically establishes confidence because it shows to the reader that the chiropractor knows that the only sure way to establish confidence is through performance. Sentence No. 6 is for the purpose of strengthening sentence No. 5.



Sentence No. 7 injects a new thought: it is the thought of what procedure the chiropractor would follow if a case does come to him which he does not honestly feel he can help. I cannot make too impressive my belief in the importance of telling the patient the absolute and unqualified truth and if a patient comes to you whose case, in your opinion, is hopeless or about whom you have extreme doubt, there will be far more gained by telling the patient just what your doubts are and then let him decide whether or not he cares to take adjustments, than to assume that you can obtain results which may not materialize. A chiropractor who has established in his community the kind of reputation which leads the people to know that if he feels he cannot help them, he will tell them so, has an enviable reputation and that kind of a reputation is an asset to any professional man.

Sentence No. 9 offers the assurance to the patient that you are more interested in keeping your reputation for integrity and responsibility free from all question than you are in obtaining patients. If you can get this idea firmly implanted in his mind, he will come to you with the assurance that what you tell him can be relied upon and you will have accomplished a great deal in the impressiveness of the selling argument which you will later be called upon to employ.

CHAPTER XVI

**PROPER LETTERS FOR DIRECT BY MAIL  
CAMPAIGN**

**"B" SERIES**

Some chiropractors prefer to use a series of letters, each one of which is complete in itself and no one dependent upon the others. Series "A," which we have carefully analyzed, is constructed in such a way that no direct appeal is made to the prospective patient until the third letter is sent. No one of these letters alone is of value because each is interdependent upon the other and, in my opinion, this series of letters is best. However its value is dependent upon each letter being made interesting enough that the prospective patient will read it and keep up the continuity of thought and arrive at the final conclusion which is desired.

The following series of letters is presented here for the use of those chiropractors who would rather make each letter a complete story. It must be admitted that there is some advantage in letters of this kind because each is an appeal from a different angle than the others and the appeal that may be valuable with one individual, may not necessarily be valuable with others, and in the series there may be found enough different appeals that they will have an influence on a wide variety of individuals.

The greatest danger in this sort of system is that you make a direct appeal to the prospective patient in your very first letter and you court a refusal to that appeal, just as a salesman courts a refusal if he asks his prospective purchaser to give him an answer before he has thoroughly presented his subject. Once having received a refusal from his prospective purchaser, he is then in the position of having to overcome

an inherent prejudice by his subsequent arguments. In other words, having made up his mind, the prospective buyer searches his mind for every possible reason why that refusal is logical and his mind is constantly combating the mind of the salesman to find reasons why his original refusal was justified. So it is with a series of letters. If a refusal is obtained on the first letter, it is quite probable that a prejudice will have been created in the mind of the prospective patient which will lead him to either throw aside subsequent letters without giving them due attention, or if he does read them, they are read with a prejudiced mind.

### "B" SERIES

#### Letter No. 1

*Dear Sir:*

Do you know that there are over twenty thousand practicing chiropractors in America today? Do you know that millions of people subscribe to this foremost drugless health system because they have learned through actual experience that it is the quickest and surest way to keep physically fit and mentally alert? Do you realize that Chiropractic has attained this remarkable growth in the space of a very few years and that this growth has been built entirely as the result of its phenomenal success in getting sick people well?

Many people wonder how Chiropractic can be successful in dealing with such conditions as headache, asthma, stomach trouble, kidney trouble, affections of the lungs, high blood pressure, nervousness, constipation, disorders of the heart, and hundreds of other conditions less common than these. When they are told that Chiropractic has been successful in thousands of such cases, they wonder how this can be in view of the fact that the chiropractor deals entirely with the spine.

If you will come to my office, or if you will call me on the phone, I will be glad to come to your home and explain

to you just how these remarkable results are obtained through Chiropractic. There is no question but that I can show you the reasonableness of the Chiropractic idea, and when you understand that, it will not be difficult for you to realize why Chiropractic has had such phenomenal growth.

Chiropractically yours,

### Analysis of Letter No. 1

Letter No. 1 opens with a statement which is surprising to the average reader. It is intentionally placed as the opening sentence in order to surprise the reader and get his attention. It is immediately followed by another statement which will surprise the average reader and at the same time show to him that Chiropractic is an idea which has gripped the vision of the people. Whether the prospective patient reasons it out this way or not, the fact remains that this leaves a subconscious impression in his mind of solidity and shows him that Chiropractic is not a fad of the day. He knows that this must be true because with millions of followers and with twenty thousand practitioners, they are the best evidence of a growth which can only be built by results obtained.

The real keynote of this letter lies in the second paragraph wherein a number of very common conditions are mentioned. The chiropractor must be very careful about his claims on specific diseases and so this paragraph is worded in such a way that the inference that Chiropractic is effective in these conditions is present and still the direct statement is not made. As a matter of fact Chiropractic is effective in the diseases mentioned but it is well not to make the direct statement in advertising material.

And finally the letter closes with a direct appeal for the prospective patient to come to your office or permit you to call at his home in order that you may explain further about the remarkable results obtained through Chiropractic. In my opinion, it is well to carry in each one of these letters the

thought of the patient calling the chiropractor on the phone or permitting him to come to the patient's home because that involves less effort on the part of the patient than for him to come to the chiropractor's office. It also gives the chiropractor a better opportunity, than he might have at his own office, to explain Chiropractic and answer pertinent questions that may be in the mind of the patient. There is the added advantage of the patient feeling more at home and being more willing to express his opinions and ask questions that may be in his mind.

#### Letter No. 2

*Dear Sir:*

Some people seem to have the erroneous belief that Chiropractic is a mysterious thing; that it depends for its results upon faith and that it obtains results in only imaginary troubles. Nothing could be further from the truth. Certainly there are many diseases, the symptoms of which are readily visible. Goiter is one of these. Reason tells us that the patient suffering from goiter is not suffering from an imaginary condition and yet Chiropractic has had splendid results on goiter and on many other diseases which are just as apparent.

There is a sound reason why this is true. Every organ and every minute part of the body is supplied with nerves. You cannot place a sharp instrument on the skin anywhere without producing a sensation. This is because nerves are present everywhere. These nerves supply the body with the necessary life force to maintain health. All these nerves come, either directly or indirectly, from the brain, and most of them through the spinal cord and out through small openings between the small bones which form the spinal column. Sometimes these small bones are in improper alignment due to strains, twists, falls, or other unusual conditions. When this happens, the openings through which the nerves pass are decreased in size and these nerves are pinched. The result is that the life-giving energy which they transmit is cut off in

part, just as the flow of water through a hose is cut off if that hose be constricted at any point.

This is the principle upon which the Chiropractic idea is founded. The chiropractor is especially trained to locate this nerve pressure, and having found it, to relieve it. When this is done, the natural healing forces within the body are set in action and health is the inevitable result. Faith has nothing to do with it.

I am no further from you than your telephone. I will be glad to call at your home, or I will be glad to see you at my office and explain to you further about Chiropractic and answer any questions which may not be entirely clear to you.

With every good and kind wish,

Chiropractically yours,

### Analysis of Letter No. 2

There is no doubt but that many people who are prejudiced against Chiropractic feel that it may be good in nervous disorders and in those cases where the sickness is very grossly exaggerated. Their only explanation for the results thus obtained is that the patient is an imaginary type of individual and imagines that he is suffering from many things which are not actually existent. This thought should be hit squarely in one of this series of letters and preferably at the opening of the letter, in order to grip attention.

The second paragraph has a very brief resume of the Chiropractic idea which will give the prospective patient a logical reason why the spine is necessarily involved in those cases where the disease is manifest in remote organs. This is another point which the uninformed patient cannot readily understand and one which is naturally in his mind. Therefore it should be answered in the letter.

In the writing of any advertising copy, or in the writing of any series of letters, the writer should constantly bear in mind those questions which inevitably present themselves to

the mind of the average patient because when he discusses those questions he is getting into a subject in which the prospective patient is vitally interested and thus he grips his attention. In this letter also the idea of the chiropractor being not further than the telephone is carried because it conveys the idea of accessibility to the patient.

### Letter No. 3

*Dear Sir:*

Chiropractic is a science which it takes years of study to master. It is absolutely impossible for me to tell you all about it in a letter, or even a series of letters. I can merely state a few pertinent facts to the end of convincing you that this science is founded upon a logical premise. Many questions will undoubtedly come to your mind which can be readily answered and which I shall be very pleased to answer in person if you will give me that opportunity.

One great question, however, which you are interested in is, "Can Chiropractic restore health in my case?" and in this letter I will tell you frankly that I do not know. I do not know because I do not know about your particular case. But this I do know: if you will give me the opportunity of going into the matter with you, you will get my honest, frank opinion about the prospects of obtaining relief through Chiropractic. I assure you that I have met those cases wherein the outlook was uncertain in my own mind.

I know that I cannot expect to realize my ambition of becoming a permanent citizen, held in high regard in this community, unless I can prove my ability through performance. I am not going to take the chance of jeopardizing my reputation by making radical or unfounded statements. I know that for my best interests, as well as those of my patients, I must tell them the absolute truth and if, after investigating your case, I feel that there is a question as to what I can do for you, I will tell you so frankly. With this assurance,



I trust that you will have sufficient confidence to permit me to talk over your case with you and possibly to examine your spine. If I can help you, you should know it; and if I cannot, you will get my honest opinion.

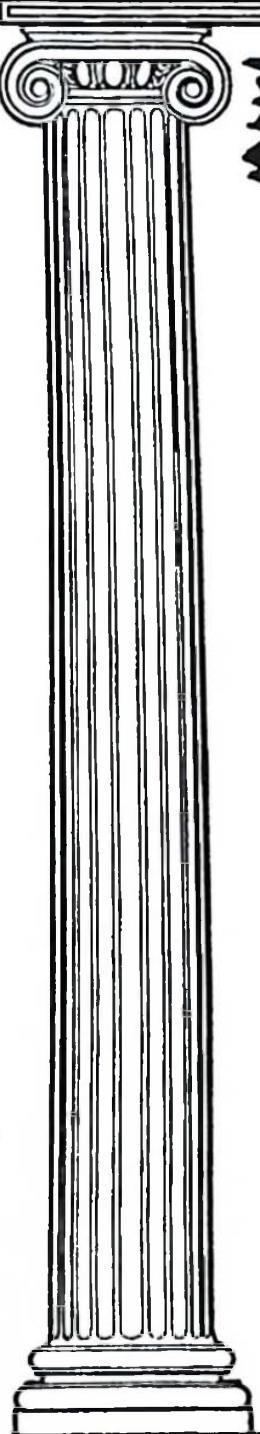
Chiropractically yours,

### Analysis of Letter No. 3

One of the thoughts which is in the mind of the uninformed is that the chiropractor is the product of a short course of training and that because of this fact he is incompetent in dealing with serious conditions. It is for this reason that letter No. 3 opens with the statement that Chiropractic is a science which it takes years of study to master. Every good chiropractor knows this to be true and every good chiropractor knows that the individual who has had a short training and is improperly trained is not the master of the subject.

This letter also shows willingness on the part of the chiropractor to put himself on the witness stand, as it were, and answer any questions that may be in the prospect's mind about Chiropractic.

The second paragraph and the third paragraph are introduced for the purpose of showing to the prospective patient that the chiropractor is vitally concerned in his reputation as a professional person. It carries the very logical reasoning that the chiropractor's reputation is dependent entirely upon the record which he makes with his patients and upon his integrity in dealing with those patients. This is a strong point and should be constantly carried in all forms of advertising. It should not be compared with other systems of healing because that creates prejudice in the mind of the reader which the chiropractor can ill afford. It should be entirely positive and should have the ring of sincerity which every true chiropractor possesses and which is his greatest asset in presenting himself before the people of his community. Strive constantly to establish in your patients' minds a confidence,



**I PROMISE**

that every person who seeks  
my advice in matters of  
health will receive my hon-  
est and frank opinion.

**CHIROPRACTIC**

has advanced to its present  
high standing because it has  
made good on the claims  
which it advanced, and this  
high record of success will  
continue because it is founded  
on right principles.

Start getting well today.

**HEALTH & HEALTH**  
CHIROPRACTORS

Address                      HOURS                      Phone

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not only in your judgment, but in your willingness to express yourself without prejudice.

#### Letter No. 4

*Dear Sir:*

"Are Chiropractic adjustments painful?" This is the question which is very often asked by those who consider calling on the chiropractor. My best answer to this question is to refer you to my patients. Practically every one of these felt just as you do before taking adjustments. Since then they give no thought to any unpleasantness connected with an adjustment, but rather they think of the relief which it affords them.

Another common question is, "Must I suffer undue embarrassment from the chiropractor's examination?" My concern is with your spine, because I know that here is the underlying cause of your physical disorder. I have private dressing rooms and for the lady patients there are specially prepared gowns so made as to expose only that part of the back immediately over the spine. There is no embarrassment because there is no cause for embarrassment in a Chiropractic analysis.

I know that being a normal human being, you are anxious to get rid of any physical trouble which is bothering you. You want relief in the surest way, with the least cost and with the least inconvenience. To show you how Chiropractic meets all of these demands, I will be glad to call upon you, or meet you at my office so that we can discuss your case frankly and give you the advantage of years of training and experience.

Chiropractically yours,

#### Analysis of Letter No. 4

This letter contains two important questions which are in the minds of most people who contemplate taking Chiro-

practic adjustments. The first one is common to both men and women as it is to children: namely, are Chiropractic adjustments painful? They have been told that they are. Physicians have even gone so far, in many cases, as to tell them that Chiropractic adjustments are dangerous and that they should permit no one to tamper with the spine. Many of them have been told from childhood that the spine is easily injured and that it is a most vital spot. The best thing for the chiropractor to do is to meet that question squarely. This he does in the first paragraph of his letter, and he does it in such a way as to carry entire conviction.

Every chiropractor who has been in practice for any considerable length of time knows that many patients, particularly among the women, come to his office with no small degree of concern about the embarrassment which they may be forced to undergo. Some of these people have had thorough physical examinations and are very anxious to avoid a repetition of that experience, particularly with a total stranger. It is surprising what an inadequate conception some of these patients have about the work done by the chiropractor in his office. This paragraph is for the purpose of setting at rest any doubts they may have about the embarrassment which they contemplate. By this paragraph, you serve to take away from the prospective patient, if it be a woman, one of the arguments which has, in many cases, deterred her from taking the first step leading to your Chiropractic service.

The third paragraph has the direct appeal to the patient to get in touch with you as the chiropractor with the assurance that Chiropractic offers the surest way with the least cost and with the least inconvenience to the patient.

*Dear Sir:*

#### Letter No. 5

You have a right to know that I understand the science of Chiropractic thoroughly. You have a right to know that I

believe in it absolutely and use it exclusively when any of my own family are ill.

This is true because I have had a far greater opportunity than you to know what Chiropractic will do. I have seen thousands of cases under adjustments. I have handled many of them myself. I know that you cannot be entirely convinced until you have had the experience which thousands of others have had. The only way you can know, as I know, the effectiveness of Chiropractic, is to have the experience in a personal way which I have had in a large way, through personal experience and observation. My success depends absolutely upon my ability to do the things which I claim to be able to do. I could not survive long, nor could Chiropractic survive long unless we made good on our claims.

I do not care to burden you with useless correspondence or to appear too insistent; yet I am honestly concerned in bringing my ability and service to as great a number of people in this community as it is possible to do. The only way I have of getting myself and my service before you is by telling you of my confidence in the science I represent. Unprofessional? Unethical? I admit it. And yet, which is more important: to be ethical and spread the beneficial influence of my service among a limited few, or to be unethical and serve a large number?

I know that I have something which the people of this community need. Then why shouldn't I tell them of that fact just as the business man tells the people of this community the advantages of his service and his goods? Today banks advertise; yesterday that was unethical. Today churches are beginning to advertise; yesterday it was unheard of. Tomorrow it will be as legitimate for professional men to advertise as it is today for the merchant to do so. Why not? We have something of value for you. Advertising makes each of us of mutual benefit to the other.

Will you not call me to your home or visit me at my office that I may tell you more of what Chiropractic can do for you?

Chiropractically yours,

### Analysis of Letter No. 5

This letter opens with the assurance that the chiropractor is thoroughly capable. That is one of the great questions that is in the mind of the prospective patient. He may have confidence in Chiropractic, yet he may not be entirely sure of the chiropractor.

The second sentence is particularly important in that it shows the chiropractor's own belief in the science which he is recommending to others. It is the same principle in advertising that the stock salesman uses when he makes the appeal that he has invested his own money in the securities which he is attempting to sell to you.

This letter also carries the assurance as to the experience of the chiropractor and that is a very valuable factor in establishing confidence. This letter also shows honesty of purpose, and the willingness of the chiropractor to stake his future success upon his ability to do the things which he claims he can do.

The latter part of this letter hits squarely at an objection that may exist in the minds of some people who receive letters of this kind. They have been taught that such procedure is unethical. They feel that it lowers the professional man in the estimation of the public and yet they have no logical reason for believing that to be true. It is more or less of a vague idea that has been handed down to them for years. The chiropractor gets right into that question and shows why he is sending these letters and why he advertises in other ways. Such a frankness in expression cannot help but establish the confidence and the sympathy of the reader with the things which the chiropractor is attempting to do, and, in the judgment of

the writer, this is a policy which should be followed at regular stated intervals in all his advertising to counteract the criticism that will come to him from some quarters because he does employ advertising methods.

This letter also closes with an appeal for the patient to get in touch with the chiropractor or permit the chiropractor to get in touch with him.

### Letter No. 6

*Dear Sir:*

If there is any one thing more than another that makes a man with a new idea feel that he is butting his head against a stone wall, that thing is prejudice.

Fulton and his steamboat were laughed at and ridiculed because a new idea was presented. The Wright brothers met that same prejudice when they conceived the idea of building a "heavier than air" machine. When the impossible had been accomplished, then of course it was no longer impossible, but until that time it was impossible in the minds of millions of people. Had the idea of the complicated radio broadcasting system of today been advanced only a few short years ago, we would have found plenty of people who would have said that it was impossible. They would have argued that if it were possible, it would have been done long ago.

So it is with Chiropractic. Many people argue that if Chiropractic is a scientific principle and does what the chiropractor claims it will do, it would have been discovered and practiced years ago. Such an argument, however, shows prejudice rather than broad judgment. If every one in the world showed this same prejudice on all new ideas, progress would be impossible.

It is because a goodly proportion of our people are forward-looking and reasonable that Chiropractic has made the wonderful advances which it has and, like a snowball, it has gained momentum and proportion as it has advanced until



today, through sheer merit of performance, it stands as the foremost drugless health system in existence and it has met with more popular public favor than any other health system on record. This is because it has made good on countless numbers of cases where other methods have failed, and it has been able to accomplish this remarkable result because it is scientifically sound.

May I not have the opportunity of showing you, as I have shown many other people, the advantages of the Chiropractic method in recovering your health? Will you not at least give me the opportunity of explaining why Chiropractic offers you the surest and quickest way to a permanent recovery of your health? I am at your service at all times and I will be glad to call upon you or have you see me at my office.

Chiropractically yours,

### Analysis of Letter No. 6

Letter No. 6 has no other function than to make the individual who has in his own mind condemned Chiropractic without knowing about it, feel rather ashamed of himself and cause him to be slow in his criticism to others until he is more familiar with what Chiropractic actually does.

The comparisons drawn with the inventions and progress of the past are self-evident to the reader and as he looks back on these experiences he sees that the people who condemned these ideas, which later proved practicable and workable and are common experiences of today, were foolish and, as he now sees it, were narrow. Every one wants to be thought of as broad and tolerant in their ideas. No one wants to be pointed to as a narrow, bigoted person. A thought of this kind carried in a letter serves to make for a more fertile soil in which to plant the Chiropractic idea. It at least makes people slow to criticize Chiropractic merely on a vague opinion without basis or foundation.

**Letter No. 7**

*Dear Sir:*

It is quite natural that one who is as intensely interested in his profession as I am and who is so wrapped up in the activities of that profession, should be so close to his subject that he fails to get the proper perspective which is obtained by a layman.

It is for this reason that many people may discount the statements I make about the science which is so much a part of me. The best answer I can give to people who feel that way is to suggest that they ask my patients about me and my work. In the last analysis, this is the best test anyway and I am perfectly willing to abide by the results, knowing just how my patients feel toward Chiropractic.

I do not believe that any professional man has ever been blessed with a more enthusiastic group of patients than I have. They are enthusiastic because, through actual experience, they have learned some of the things which to me are matters of every day occurrence. So I invite you to investigate my work through my patients. I urge that you talk to them because I know their opinions honestly expressed are the best recommendation which Chiropractic has.

Chiropractically yours,

**Analysis of Letter No. 7**

Letter No. 7 is for the purpose of suggesting to the reader a practical and logical way for him to determine whether or not he wants to place his case in the hands of the chiropractor.

People innately know that all advertisers are prone to set forth in the most attractive manner the advantages of the goods which they present to the public. Every advertisement which is read is, in part, discounted by the reader because he knows that the advertiser is not going to set forth the dis-

advantages of his product. It is for this reason that many advertisers use the testimonial method.

I know it is generally argued that testimonials cheapen any article; yet some of the biggest advertisers in America deal with products which are largely used and constantly employ the testimonial idea in their advertising copy. It is quite true that almost any commodity can obtain any number of testimonials regarding its merit. It is not a difficult thing to do and this principle is known to almost every person, and yet, even though they know that fact, they are drawn to testimonials as to a magnet. With all the arguments against testimonials, they still want to get the other person's idea because they somehow feel that this idea is coming from a disinterested party whose word can be depended upon more thoroughly than can the word of the individual who is selling the product.

The chiropractor, in letter No. 7, employs in a measure the testimonial idea by inviting his prospective patients to talk with those who have had actual experience with him and his work. He shows that he is thoroughly willing and anxious to let their decision rest upon the opinions of these patients, and by doing so he not only creates confidence, but also encourages his patients to talk about him and about his work. Chiropractors have many patients who are glad to tell other people what they think of his work, providing they are asked for their opinion. Yet these same people would not think of making it their business to introduce the subject to a stranger without being asked.

## CHAPTER XVII

### LETTERS ADVERTISING SPINOGRAPH EQUIPMENT

Many chiropractors have spent considerable money installing in their offices spinograph equipment, because they believe that a better service can be offered to their patients by its use. In fact there are very few chiropractors today who question the usefulness of the spinograph in determining the direction in which a subluxation should be adjusted.

I wonder, however, how many of these practitioners have capitalized, through advertising, on the money they have invested and the increased service they are thus enabled to render their patients. It is a legitimate investment for a legitimate purpose, and the advertising of it is a legitimate enterprise.

The chiropractor, however, who does use advertising pertaining to his spinograph equipment should be very careful that this advertising is not of such a character as to break down confidence in other chiropractors who are less fortunate in having this advantage. It may seem to him upon superficial reasoning that such advertising would be good business, but a more extensive survey of the matter will convince him that any implication which in any way detracts from the public opinion of a contemporary is poor advertising. It is poor advertising because it forces his contemporary to use the same tactics in his advertising, and if the chiropractors are not careful it will not be long before each has lost sight of the prime intent of his advertising, which is to build confidence in himself and his service, and, instead, spend his good money for the purpose of depreciating public confidence in his competitor. The net result of it all is that each spends money, not

for the purpose of increasing his business, but rather for the purpose of decreasing his competitors' business and each will be more or less successful in doing so.

Still further than all this is the reaction on the public mind when they view two competitors who are on unfriendly terms and who are striving to convince the public of their merits through showing the lack of merit in the competitor. The final conclusion in many minds who view this spectacle is that one or the other may be right but until these two people, both of whom claim to be practicing the same profession, can agree on a common basis, the public cannot have confidence in either. Why? Because the public, not being educated professionally, does not know which is right and thus confidence is lost in both.

I am submitting in the following pages four letters which the chiropractor with spinograph equipment can send to prospective patients, to show these patients the advantages of the X-ray equipment, and thus help to convince them on the merits and the scientific rightness of Chiropractic. In none of these letters will be found a sentiment which would lead the reader to believe that the writer of the letters is deprecating the ability of competitors. But while this is true, the chiropractor with a spinograph equipment is perfectly justified in advertising that fact to the end of more effectively selling the Chiropractic idea to a greater number of people. I would suggest that these letters be not sent oftener than once per month as they are not calculated to directly sell the Chiropractic idea. They have an accumulative value in establishing confidence in the public mind but they do not have the appeal that is possessed by the direct follow up letter campaign shown under Series "A" and Series "B."

*Dear Sir:*

Letter No. 1

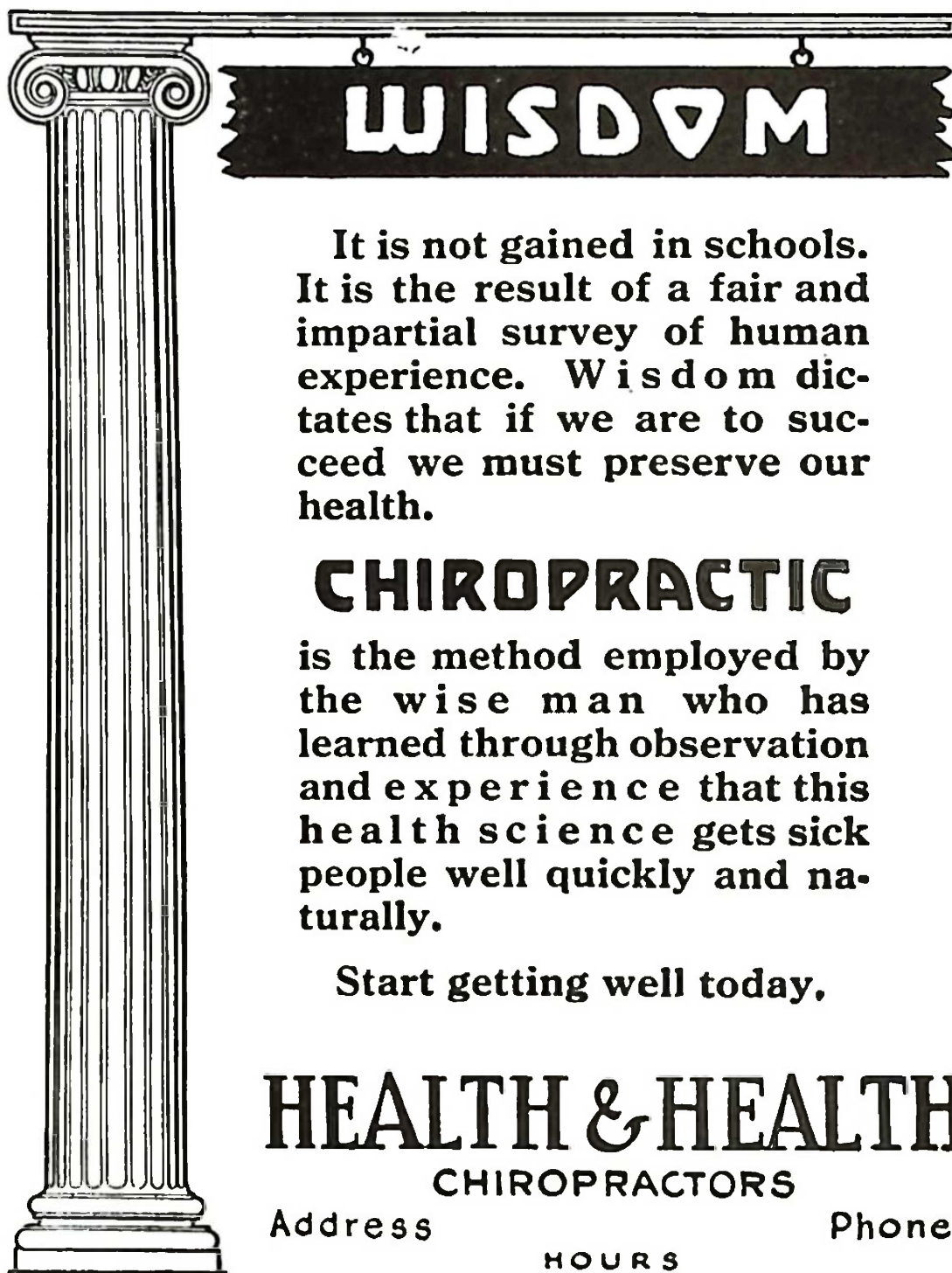
B. J. Palmer, the leader of the Chiropractic movement and undoubtedly the one man in the profession who has had

more experience than any other, says that the X-ray shows his palpation wrong in twenty-five per cent of the cases he handles.

To understand the full import of this statement, you must know that the chiropractor depends for his results upon correcting the abnormalities in the spinal column which are producing nerve pressure there and are leading to abnormal conditions in the body. In order for the chiropractor to determine where his attention is required in the spine, he employs palpation. That is a system of determining by the sensitiveness of his fingers just which of the small bones in the spine are not in their proper alignment. In order to do this accurately, it is necessary that the chiropractor have a very highly cultivated sense of touch, but even with this there are certain conditions in the spine which he cannot detect through this method. There is the possibility of an abnormal shape in the segments of the spine which leads him astray in his conclusions; there is also the possibility of the muscular development on one side being slightly greater than on the other side, and when this condition prevails the chiropractor is led to conclusions which are not entirely justified.

By the use of the X-ray, the chiropractor makes a picture of the spine which accurately shows the exact position of each spinal segment and proves conclusively which should be adjusted. By employing this method, the possibility of error through human judgment is reduced to a minimum and the patient who has such a picture made before taking adjustments has double assurance of quicker and more satisfactory results.

My great interest is the health of my patients and my professional reputation. Because I am thoroughly conscientious in both of these matters and because I feel that the best is none too good for the people who place themselves in my care, I have installed the latest and most up to date spino-



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graph (X-ray) equipment. In every case where there is the slightest doubt in my mind as to the actual condition, I shall insist on the use of the spinograph, both for the protection of my patients and for my own reputation. I shall be very pleased to serve you and I feel a justifiable pride in placing at your disposal this splendid equipment.

With every good and kind wish,

Chiropractically yours,

### Letter No. 2

*Dear Sir:*

Very few people realize the wonderful advances which have been made in a scientific way during the last decade. Not the least in importance among these is the development of the X-ray in its many phases to the point where today it is an exact science which reveals conditions that heretofore have been largely the subject of speculation.

The chiropractor is no way concerned in the use of the X-ray machine for treatment purposes. His entire concern is in correcting the position of those segments of the spine which are not in proper alignment. This he does by use of the hands only and the patient need fear no danger from this procedure. The chiropractor is concerned in the X-ray equipment only as a means of determining the position of the spinal segments so that he may most effectively do his work. The use which the chiropractor makes of the X-ray is to produce photographic films which register the exact position, size, shape, and condition of each and every segment of the spine which is subjected to the exposure.

Chiropractors in the best equipped schools of Chiropractic today are thoroughly trained in the operation of X-ray machines and patients may come to my office with the full assurance that they will receive the very best ability at my hands. The reading of X-ray films of the spine is impossible for one who is not trained to the work. Here, too, the chiro-

practor is given a training which is peculiar to this profession. His reading of spinal films is most accurate because his entire training has been to specialize along this line.

I invite the public to visit my offices and inspect my X-ray laboratory. I have installed it because in many cases I feel that it is a necessity to do the best grade of work. It is the last word in the chiropractor's equipment and it makes possible the discovery and correction of conditions which otherwise might be readily overlooked.

With every good and kind wish,

Chiropractically yours,

### Letter No. 3

*Dear Sir:*

Chiropractic is a scientific principle founded on the discovery that wherever a diseased condition exists, a causative factor will be found in the spinal column. At first thought this may seem merely a far-fetched conclusion. We must understand that every single organ and tissue of the body is supplied by nerves and that these nerves are given off from the brain. They lie in the spinal cord for a distance, and then make their exit between the bones which form the spinal column. With this knowledge we begin to understand something of the connection between the spine and remote organs.

It is the purpose of these nerves to convey vital force from the brain to all parts of the body. In this respect they are like telegraph wires which convey messages from one operator to another. These nerves maintain their full carrying capacity and the organs which they supply remain in a normal state so long as the nerves are not interfered with. Sometimes it happens, however, that the bony segments which form the spinal column become misaligned, and when they do, they constrict the openings through which these nerves pass. When the openings are constricted, then the nerves are squeezed and the result is a decreased carrying

capacity and abnormality in the organs which these nerves supply.

It is the chiropractor's province to discover which nerves are impinged at the spine, and having made that discovery, to correct the position of the spinal segments that the pressure may be relieved. You can understand, then, how vitally important it is for the chiropractor to make no mistake in his procedure and to determine accurately just which bony segments (vertebrae) are at fault. To depend upon his fingers to determine this important fact is not always reliable. It is for this reason that I have installed in my office the very best X-ray equipment to be had. This equipment enables me to discover without question of doubt just which vertebrae are involved and are at fault in producing pressure on the nerves. When I have discovered that, I have arrived at the cause of your disease, whatever it may be.

I give you this information that you may know that you have in your community a chiropractor who is not only thoroughly equipped with an extensive training in Chiropractic, but one who has placed at your disposal the equipment which is the best guarantee the chiropractor has of assured results.

With every good and kind wish,

Chiropractically yours,

#### Letter No. 4

*Dear Sir:*

Every one knows that the human body has a skeleton, a framework of bone upon which the softer tissues are molded and to which they are attached. Very few people, however, realize that plant life has its framework of tough fibrous structure upon which the more delicate parts are suspended. The X-ray equipment in my office discloses this unusual feature in a most interesting way. I have taken several films of various kinds of plants, and these show the very delicate fabric,

which I am sure will be most interesting to every school child and to many adults.

The remarkable thing about the X-ray is that it is capable of penetrating very delicate objects or very gross ones. Fewer of the rays, however, penetrate compact materials, while many of them penetrate loosely constructed materials. Thus it is that when the hand is placed over a film and an exposure made, the outline of the bone is readily discernible. As this is true of the hand, it is also true of the spine, and it is this fact that makes the X-ray such a valuable asset to every chiropractor.

By making X-ray exposures of those cases which he feels are of a questionable nature, he eliminates, as much as can be eliminated, every possibility of wrong conclusions in determining which segments of the spine are at fault in causing your disease. That some segment is at fault is beyond question. This is true because disease is the result of pressure on nerve fibers and the only place where nerve fibers can be pressed upon is at the spine where they pass through tiny openings between the spinal segments. The use of the X-ray determines which of the segments is at fault and thus enables the chiropractor to give to his patients the most accurate service. I want you to know that I have provided for my office the very best equipment obtainable for this purpose. I have done so because I am vitally interested in the welfare of my patients, and I am also vitally interested in sustaining the enviable reputation which I have built in this community through the results I have obtained.

Chiropractically yours,

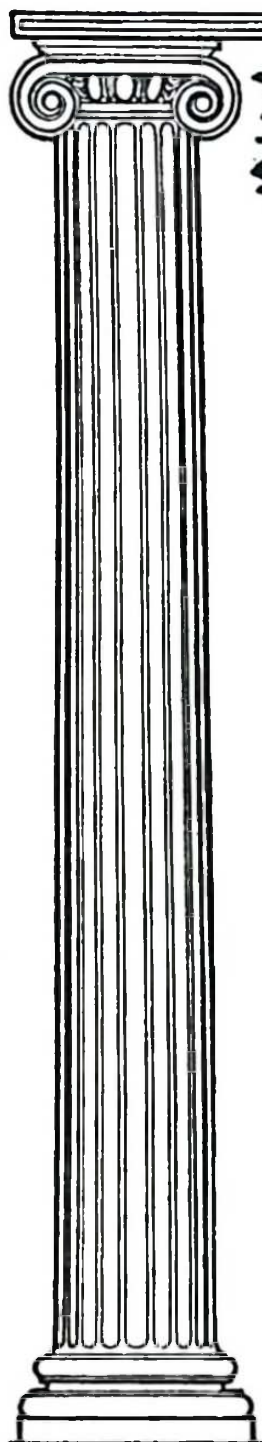
## CHAPTER XVIII

### LETTERS ADVERTISING THE NEUROCALOMETER

The Neurocalometer, as the latest discovery in the Chiropractic profession, provides a wonderful opportunity for advertising, not only to new prospective patients, but also among the old patients of the practitioner. The Neurocalometer marks an epoch in the development of Chiropractic. It is radically different than any other method which, up to the present time, the chiropractor has employed. It is strictly Chiropractic and yet it provides a means, not only of materially assisting the chiropractor in discovering the subluxations to be adjusted for any particular condition, but its very character is calculated to inspire the patient with confidence.

The chiropractor who invests his money in the Neurocalometer should do more than merely make such investment and then expect to obtain the best results by following his old system of advertising. He has an added advantage to his service; he has increased his equipment; he has increased his efficiency, and he is justified in making every use of that increased efficiency just as a commercial institution is justified in advertising the merits of its particular product. The Neurocalometer is distinctly a Chiropractic innovation. It is new and it is distinctive. It should, and if properly handled, will, provide a remarkable increase of business for those chiropractors who employ it.

Here, however, the same thing may be said about the copy which advertises it as is said about the spinograph equipment. No chiropractor, who has the advantage of the Neurocalometer, should in any way carry on an advertising campaign, either in the newspapers or direct by mail which would



**REASON**

THE DAY OF BLIND AND  
UNREASONING FAITH IN ANY  
SYSTEM WHICH CLAIMS TO  
RESTORE HEALTH IS GONE.  
THIS IS AN AGE OF REASON.

**CHIROPRACTIC**

CAN GIVE YOU A CLEAR, LOG-  
ICAL REASON FOR YOUR ILL  
HEALTH, AND IT CAN SHOW  
YOU EVERY REASON WHY  
CHIROPRACTIC ADJUSTMENTS  
WILL GET YOU WELL.

START GETTING WELL TO-  
DAY

**HEALTH & HEALTH**  
**CHIROPRACTORS**

Address                      HOURS                      Phone

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tend to show the incompetency or the lack of equipment in any other chiropractor's office. It has been tried repeatedly, and every business that has attempted to build its own reputation at the expense of its competitor has found that such a policy is disastrous. It is not good advertising. It isn't done, and it isn't done because advertisers have found that this principle in advertising does not pay. It leads to controversy, through the press or through other advertising media, which shakes public confidence in all the chiropractors concerned. The public does not know which is right. The people are not in a position to know, and yet so long as chiropractors fly at one another's throats, so to speak, and criticize one another's methods, and criticize one another's ability, through the printed word, just that long will the public refuse to have any considerable confidence in either one.

Each should content himself in his advertising by presenting the merits of Chiropractic and his ability. If he possesses an ability, or feels that he possesses an ability, to deliver Chiropractic which is of some special concern to his clientele, he is perfectly justified in expressing that belief so long as he does not tear down confidence in any other chiropractor.

I submit the following letters, which deal more or less directly with the Neurocalometer, because I feel that there will be an immediate demand and a constantly growing demand for advertising material of this character, and I feel that one of the most effective ways to bring the desired information home to the minds of the prospective patients is through direct by mail literature of this kind.

These letters, like all other direct by mail letters, should be personalized; they should not be printed or mimeographed forms. Not only should they be typewritten, but they should be signed, not with a rubber stamp, but in pen and ink as any other letter is signed which is calculated to get attention. These letters should be sent approximately ten days apart;



they should be sent under two-cent postage and to the homes of the people for whom they are intended.

The chiropractor who has the Neurocalometer, has a wonderful opportunity to take advantage of the advertising possibilities which it affords, and if he fails to do so, he loses much of the value which the purchase of this instrument entitles him to.

#### Letter No. 1

*Dear Sir:*

What would you say if I told you that there has been recently developed an instrument which will lead the chiropractor unerringly to the cause of your physical disorder? Would you not be surprised if I would place this instrument in front of you and prove, through actual demonstration, that it registers just where the trouble in your spine is located? Would not such a statement startle you and wouldn't its value in your case be of the greatest concern?

Every sick person is interested in getting well. They want to accomplish this end in the best, safest, quickest, and most scientific way. They want to know that when they have regained their health, it is not a matter of temporary relief but is a permanent condition. All these are the things which Chiropractic holds for you and all these are things which I am in a position to give to you.

I have just lately acquired an instrument which will do the very things that I have indicated above. It is a most delicate instrument and one which has been produced and is endorsed by no less a man than B. J. Palmer, the leader of the Chiropractic profession. He gives it his unqualified recommendation. Patients come to him from all over the world, and when this man speaks, his opinions are given the most careful consideration by every chiropractor. It is largely upon his recommendation that I have added this equipment. I have done so because I feel that my patients deserve the best that is to be had.

Will you not call me at my office or permit me to call at your home and prove to your entire satisfaction that at last an instrument has been devised which establishes Chiropractic and its efficacy without question of doubt.

With every good and kind wish,

Chiropractically yours,

Letter No. 2

*Dear Sir:*

Every chiropractor knows that the principles upon which the Chiropractic science is founded are absolutely correct. Every chiropractor also knows that he has had cases which have not obtained the results which he feels justified in expecting. All this is not because the fundamental principles of the science are in error, but rather because human judgment is a factor which has had to be considered. This is true of every profession. The ability of the professional man or woman in whose care you place yourself is of vital import to you.

At last there has been developed an instrument which reduces the importance of human judgment, in the discovering of what procedure to follow, to a minimum. I have just lately added this instrument to my equipment. It is being used and is highly endorsed by the leading chiropractors of the world. It is beyond question the most important advance that has been made in the Chiropractic profession for years.

This little instrument registers the most minute variations in temperature and is used by the chiropractor in determining where the impingements of the spine exist which are causing the patient's physical disorder. I can place this instrument before you, and you can see the indications which it registers. It will indicate just what parts of the spine are necessary for the chiropractor to adjust. It proves beyond question the chiropractor's contention that the cause of your disorder lies in the spine and it does more than that. The

results which the chiropractor attains under its use are the best evidence I can present to convince you of its efficacy.

I want you to have the advantage of this equipment. I am interested in your welfare and in my professional reputation. Both are at stake when you place your health in my hands. Neither can survive without the other. I know the importance of this instrument in proving the cause of your disorder and I want the opportunity of convincing you of its vast importance to me in my work. Will you not call at my office or call me by phone and permit me to give you this last word in Chiropractic service at your home?

With every good and kind wish,  
Chiropractically yours,

### Letter No. 3

*Dear Sir:*

Every disease has a cause. The chiropractor has always maintained that the cause of disease lies in the spine and he has corrected in millions of cases the causes which have led to all manner of disease. There is resident within the brain a vital energy upon which the body is dependent for its normal function. The nerves, which extend from the brain, down through the spinal cord, and thence to all the organs of the body, carry this vital energy and without them no organ could maintain its function.

When the heart, the stomach, the kidneys, or any other structures of the body do not perform their proper work, the patient suffers, but the inability of the organs lies in the fact that the nerves are incapable of conveying the proper amount of vital energy to them. The only place where the carrying capacity of a nerve can be interfered with is at the small opening where these nerves make their exit between the bony segments of the spine. When one of these bony segments is not in its proper position, the opening through which the nerve passes is decreased in size and thus the nerve is pressed upon.

When this happens, disease of one kind or another manifests itself in the organ supplied by that nerve.

It is in the province of the chiropractor to discover where such interference takes place and to correct the position of the bony segments (vertebrae) which leads to this disorder. Until recently the chiropractor and many other progressive people have seen the reasonableness of this contention and have later, through experience and through results obtained, have been thoroughly convinced of its correctness.

There has been recently developed, however, a very delicate instrument (the Neurocalometer) which, when placed on the spine, accurately registers which parts of the spine are involved. It thus eliminates much of the inaccuracy that formerly obtained because human judgment was more or less responsible for the chiropractor's findings. This instrument can be placed before you. It demonstrates beyond a question of doubt the correctness of the Chiropractic idea and it points unerringly to those parts of the spine to which the chiropractor must give his attention in order to release the pressure on the nerve fibers and thus correct the cause of the disease from which the patient is suffering. This instrument I have lately added to my equipment. I want you to have the benefits which it brings to all my patients. But above all I want to convince you through its use of the rightness of the fundamental principles upon which Chiropractic is founded. Will you not give me this opportunity, either by permitting me to call at your home, or by calling at my office?

With every good and kind wish,

Chiropractically yours,

#### Letter No. 4

*Dear Sir:*

Would it be surprising to you if you could come into my office and be seated before a very delicate instrument which would, without fail, detect those places in your spine where

nerve pressure was producing functional derangement responsible for your pain and suffering?

Suppose you did do so and this instrument would show that four or five places in your spine needed correcting. Then supposing I should place you on my adjusting table and make the correction which the instrument indicated was necessary. Then suppose I should again place you before this delicate instrument and it would then show that the necessary corrections had been made. Would you not be convinced that my adjustments had been effective in getting at the cause of your disorder? I admit that these corrections are temporary at the beginning and that adjustments must be given perhaps a number of times before the desired results are attained; nor would I have you believe that Chiropractic is a miracle worker which can bring you instantaneous relief.

I do want you to know, however, that this instrument of which I speak, and which has been recently introduced to the Chiropractic profession, will do the very things which I have outlined above. It is produced and most highly recommended by the leader of the Chiropractic profession, B. J. Palmer. His standing is of the highest. His judgment is sought by thousands. It is upon his recommendation that I have lately added this equipment in my office. I feel that you deserve the best that our profession has to offer. I am concerned in your health and to that end I am offering you and the other people of this community the very latest scientific development which Chiropractic has to offer.

Will you not permit me to call at your home, or will you not call at my office, that I may prove to you the truth of my statements here?

With every good and kind wish,

Chiropractically yours,

## **EXPLANATORY**

Throughout the pages of this work I have placed a series of twenty Chiropractic advertisements, two columns wide and five inches long. The public is not interested in technicalities, but it is interested in simple statements told in an interesting way. Therefore each title is especially prepared to attract attention and all copy is presented with the "human interest" appeal the paramount consideration.

These advertisements are all illustrated with a standard layout but with different titles and subject matter. All the work is hand drawn and even the printed matter is of special hand set type, especially suited to the copy presented, all for the purpose of making it stand out from other copy.

Every chiropractor is entitled to use this copy in his newspaper advertising if he cares to do so, but it can be readily seen that without the layout, drawings, and special type, the copy will lose its effectiveness. For this reason, and because I feel that many chiropractors will want the layouts just as they are presented here, I have produced mats which will be sold as a series of twenty for \$20.00. The series will not be broken, however, and at the bottom of each, where the chiropractor's name, etc., is found, space will be left for the local printer to insert your card. Address your orders and make checks payable to H. E. Vedder, 800 Brady St., Davenport, Iowa.













